MASS MEDIA IN INDIA 1988

COMPILED BY
RESEARCH & REFERENCE DIVISION,
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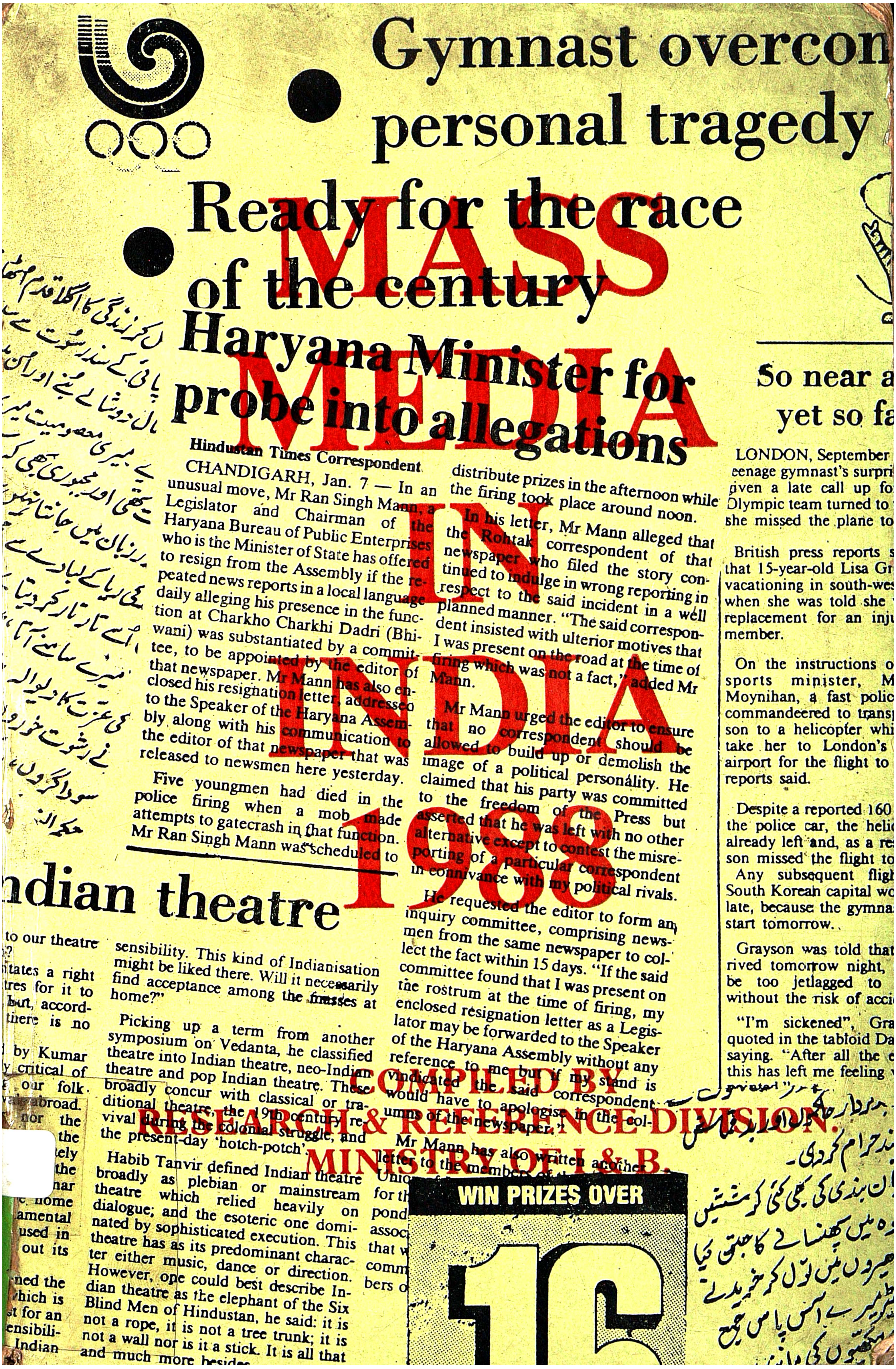

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PREFACE

This is the ninth issue of "MASS MEDIA IN INDIA", an annual publication compiled and edited by the Research and Reference Division, a media unit under the Ministry of Information and Broadcasting, Government of India. It strives to serve as a reference book on various aspects of mass media in the country and attempts to fulfil the needs of media operators, students and researchers. It presents all the important activities and developments that took place in the field of mass media during 1987. It brings together in one volume the basic information and statistical data on the activities of various media organisations of the Central and State Governments/Union Territories.

In addition, the annual also carries articles on important events and developments of 1987 in different mass media. These articles, specially written by media experts, primarily aim at providing the perspective and factual information on a particular media or some of its specific aspects or problems.

The appendices and the bibliography included, are expected to be of immense help to those interested in the field of mass communication.

The cooperation that we received from various agencies without which the compilation of the book would have not been possible at all, is gratefully acknowledged. Any suggestions/comments on this endeavour, will be considered as an encouragement for the persons engaged in the compilation and editing of this publication.

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(The views expressed in the articles are those of the authors and do not necessarily reflect the point of view of the Government)

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CONTENTS

ARTICLES

1.	Development of Indian Journalism in Recent Times	—*Chanchal Sarkar*	1
2.	Giving a Voice to the People	—*M. V. Desai*	5
3.	Reporting Parliament.	—*V. S. Maniam*	11
4.	Advertising : It's Social Relevance	—*Subrata Banerjee*	17
5.	Public Relations in Developing Countries	—*Samar Basu*	24
6.	Documentary Films	—*Aruna Vasudev*	28
7.	Revolution in Printing Technology	—*V. N. Chhabra*	32
8.	Women and Mass Media	—*Promilla Kalhan*	38
9.	Role of Media in creating Environmental Awareness	—*V. S. Gupta*	42
10.	Mass Media and Family Planning	—*Sripati Rao*	48
11.	Television : Challenges and Responsibilities	—*P. N. Malhan*	59

MEDIA ORGANISATIONS

(i) Central Government 69

(ii) State Governments/Union Territories 113

CHRONOLOGY OF EVENTS 161

APPENDICES 175

BIBLIOGRAPHY 268

INDEX 290

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Development of Indian Journalism in Recent Times

Chanchal Sarkar

THE FAMOUS editor—and owner—of the Manchester Guardian, C.P. Scott, said that the editorial and management sections of a newspaper should walk side by side but with the editorial section always one step ahead. This is not at all the case with Indian newspapers where the more the growth and development the more has the power of the owner—and, through him, of the manager—increased. A good number of owners have declared themselves editors and very few editors have much knowledge of the options of the new technology with which their papers are fitted out or of the investment required.

In recent years technology has brought the greatest change and development in the Indian Press. With facsimile editions the reach of newspapers has increased and with photo composition their appearance has altered immeasurably for the better. The newsrooms of the papers have changed with video terminals in some of them and with quiet instead of a noisy bustle. These changes, however, have tended to benefit the richer papers who have been able to raise the money usually from the banks to finance the new machinery. Even though some of the technological developments—like table-top printing-are almost tailor-made for small units they simply can't think of buying and setting them up.

It is not always a question of money, however. With the aid of a Dutch foundation rural papers have been set up in two talukas of Karnataka's Shimoja District—Sagar and Tirthahalli and one each in North Canara district (Siddapur) and in the Coimbatore district of Tamil Nadu (Sathyamangalam). With the help of the foundation and the Research Institute of Newspaper Development (RIND) of Madras the papers are set by computerised type-setting and printed on different days of the week in a rented building in Sagar. What is surprising is that none of these papers (weeklies) have crossed the 1000 mark in circulation which would seem to indicate some flaw in the editorial judgement of what the content of such papers should be. In the bigger papers, on the other hand, there is a sense of great well being. Apart from dailies there is a surge of confidence in illustrated periodicals. Many of these hit the stands only to wither away but the products from large and well managed stables do well. The ones which succeed usually concentrate on news and entertainment. Magazines dealing with issues hang on by their eyelids and are rarely profitable.

The state of information about the press is very unsatisfactory. The Press Registrar does provide some statistics (usually almost two years late) about circulations and about the concentration of ownership. But there is no information about the number of newspaper units which have computerised or of the investment in the industry. There is no precise information about what percentage of a newspapers expenses go to newsgathering. Even the number of journalists in India is a guesstimate and the number of women journalists a figure plucked out of the air. What is both surprising and alarming is that neither the newspaper profession nor the newspaper industry has made any serious attempt at foreseeing what the situation will be in the year 2C00, in relation to machinery, newsprint, revenue turnover, circulation readership, advertising etc. etc. No one expects such speculation to be 100 per cent accurate but without some benchmark it is difficult to see how the press and individual units in it can plan for the future. In fact they would also have to be informed about the expansion plans of the other media so as to gird themselves against losses to radio and television. At the moment the content of Indian newspapers, contrary to the situation in other countries, has hardly been influenced by TV but this will undoubtedly come, particularly in news.

Meanwhile it is perhaps constructive to set down what is characteristic of the Indian press today and what is expected from it :

1. It should be welded to public purpose and not only to private profit, even though sound economics is very important for a newspaper for it to survive and make innovative changes.

2. The younger generation of newspaper proprietors, brought up with no knowledge of the uncertainties and difficulties have little concept of the public purpose that should motivate a newspaper. The corporate bodies of newspapers should attempt to change this.

3. Indian newspapers cannot change without much better training for the entrants and for people already in service. The total number who pass out every year from about the 50 university journalism departments is about 1500 and the majority of them do not enter newspapers. So against the expected need measured by the Operations Research Group of journalists by the year 2001 (84,000 low and 155,000 high) this indicates a large gap which has not yet caused any concern to newspaper proprietors, editors or journalists unions. This ostrich-like policy can only mean that newspapers will not meet the expectations of their readers.

4. Newspapers must set up institutions of higher training for excellence. They must cooperate with bodies which monitor and correct like the Press Council.

5. Like the Times of India which has announced the setting up of an

Ombudsman, newspapers must learn to be self critical and more papers should set up effective *Ombudsmen*, or *Ombudspersons* rather.

6. Newspapers must give more support to bodies like the Editors Guild of India and the All India Newspaper Editors Conference and journalists must give new dimensions to the Indian Federation of Working Journalists and the National Union of Journalists to serve their members and the public better.

7. The press, both journalists and management, should encourage journals like the *Columbia Journalism Review* which carry out a running evaluation of the performance of the press, which newspapers take seriously.

The press has been so intense about claiming its rights that it hasn't paid adequate attention to accountability or responsibility. This weakness is not unique to India but weakness it is.

In order to extend their rights and preserve the existing ones Indian newspapers must use the courts, especially the higher judiciary and constantly start test cases. Only in this way can the borders of freedom be pushed forward inch by inch. As in the USSR the press must give more and more space to letters from the public so that public opinion and public grievance are fully aired. This is not an aspect in which the Indian press has been especially forthcoming. Nor has it been particularly fair in allowing people a right of reply or in seeing that privacy and private grief are not invaded. Slowly, very slowly, the Press Council has tried to give redress in these matters, moving case by case, precedent by precedent. But the Council's process is slow and ultimately it has no power, no bite.

The recent attempt of the Times of India group to buy into the *Mathrubhumi* of Kerala brings up several interesting points. The response of other shareholders of the *Mathrubhumi* (some owing only 2, 5 or 10 shares) and of the public has been heartwarming. But it has also shown that the *Mathrubhumi*, paying Rs. 2.50 per share dividend on five rupee shares, has not looked after its shareholders. To say that the dividend was 50% means nothing when the original value of the shares were so low (Rs. 5 What the people were being offered by the Times of India (around Rs. 15,000 per share) was its real value. It has also revealed that the workers of the *Mathrubhumi* had no say whatever in the running of the paper and that the bigger shareholders, who felt a sense of power in owing a newspaper, did little to recruit able editors, have an *Ombudsman* or anything like. The management of the *Mathrubhumi* might survive the crisis but if they do not think of ways of making their paper more public spirited and of looking after their small shareholders they will not have public support in their next crisis. So the *Mathrubhumi's* major shareholders face a challenge in which they represent all the responsible owners of newspapers in India. They must

give evidence of accountability to society and also of their concern for the public and not for their narrow personal interests.

It has been found in surveys that the expense on the editorial functions of an Indian newspaper form the least proportion of its expenses. The owners and owner-editors have done little to change the proportion. They face an unionized phalanx of journalists but unionism is not compulsory. The unions themselves have two federative bodies, the Indian Federation of Working Journalists and the National Union of Journalists. The IFWJ, after having refused for many years to affiliate either to the International Organisation of Journalists, (with headquarters in Prague) or the World Federation of Journalists (Head quarters in Brussels), has at last affiliated to the IOJ. Undoubtedly this has certain implications some of which are beneficial, some not. Unions are important and, if operated with statesmanship and vision, they can affect the way in which newspapers are run and can be a strong factor in insisting on public accountability. This has not yet been visible in India's trade union movement among journalists. Pressure has been applied for better conditions and terms of employment and yet another wage board has been set up by the government after the earlier one headed by Mr Justice Palekar. In training the affiliation with IOJ means an entry to IOJ's various training institutions in Budapest, East Berlin and so on but it has not brought the IFWJ directly into the business of training. If either of the two federative bodies did something for widows and orphans of journalists, for medicare, for rest homes, for the injustices done to freelance journalists then they would be considered much more relevant than they are today.

So the Indian press, carried on the crest of the rising tide of technology, stands at a point of crisis in attitudes and values. Much of its accountability and freedom will depend on its powers of introspection and cooperative action.

Giving A Voice to the People

M. V. Desai

IT IS not necessary to believe in a past golden age in order to accept the historical fact that centuries of tradition have required the Indian rulers and others in authority to exercise power with the consent of the ruled. What is equally significant was the ways in which this consent was continually obtained, renewed and legitimised.

The ways were of discussion and debate, Sometimes it would be the whole village which would gather to take a considered and common view on a matter that touched the villagers. There could be the village elders who would come together to share experience and wisdom before reaching a verdict. On other occasions, it will be the *pancha*—the respected representatives who have been invested with authority because of their standing—which takes decisions for the panchayat.

Therefore, to resuscitate panchayati raj is, in a manner, to go back to the roots of Indian traditions in decision-making and good governance by consent based on prior consultation. The centralisation of authority which India suffered during Britain's imperial domination was a negation of this tradition. Hence the slogan: good government is no substitute for self-government. (The British rule, essentially, was good for and in the interests of the British). Indeed, the British disenfranchised and dispossessed Indian of political power.

India's freedom struggle is a story of how power was restored to the people. British rule evoked an historic response from Mahatma Gandhi. His method of work among the people whom he enabled to cast off fear of the British rulers put an equal emphasis on means and ends. So he created conditions for his non-violent civil disobedience movements which led to India's independence. Their distinctive feature was to involve every Indian in the politics, economics and social reforms underlying the freedom struggle.

Mahatma Gandhi's contribution was historically unique. He was not content with devising novel methods of peaceful protest and political opposition involving all Indians. He spoke to them in their language and idiom. So great was his ability to communicate with them in words and symbols they understood that he transformed arm-chair politics of petitioning the British into a mass movement.

Gandhiji's success as communicator has to be measured against the powers of patronage and coercion enjoyed by the British civil service and army. He did not have access to means of communication like radio or television. All that he had were his weeklies *Young India* and *Harijan* and the power of his ideas. He used them to advocate, for instance, the boycott of foreign cloth, removal of untouchability, equality of all religions and a programme for village reconstruction and rural self-reliance.

Indians found it easy to follow his message of hand-spinning on the *charkha* and weaving on the handloom. His plea to give up drink took the form of peaceful picketing by women and children to prevent industrial workers from going to liquor shops. For him economic freedom, social change and the end of British domination were to be achieved by methods depending on involvement and participation by every one who was moved by his ideas.

With India's freedom in 1947 began the era of self-respect and self-rule. But a people that are poor and a country which is economically underdeveloped cannot be selfreliant and politically independent. Soon after India became a republic in 1950, therefore, Prime Minister Jawaharlal Nehru took steps for the State to lead in providing an integrated view of the country's development. He set up the Planning Commission to ensure a balanced and coordinated approach to problems of poverty, deprivation, ignorance and illiteracy, and other kinds of backwardness.

Here again, the emphasis, as in the campaigns led by Mahatma Gandhi, was on progress through popular participation. While the State was to provide direction and thrust to developmental ideas and to encourage the investment of increased savings in priority areas, the whole process of planning laid great store by popular understanding of the challenge of backwardness. Mr. Nehru used his public meetings to get public support for the implementation of socio-economic programmes devised to remove this backwardness. This meant exploring the role of the media in formulation of plan policies and execution of developmental schemes.

It would be useful to recall what the planners had to say on the developmental role of the media. In the very first Five Year Plan (1951-56) document, it is stated that "a widespread understanding of the Plan is an essential stage in its fulfilment". In order to achieve this understanding, the first Plan wanted all the available methods of communication to be developed and deployed. It adds: 'Above all, steps have to be taken to provide literature and information for the people in simple language on a scale equal to the needs of the country" And the people were to be informed not just through written and spoken word: their interest needed to be sustained by every available technique of traditional and modern communication like radio, film, song and drama.

The agenda was to interest media persons in development communication and to train them in the school of field experience. Assessing the progress of Plan publicity in 1956, the second Five Year Plan seems to hint at the missing links. It suggests with boldness and hope that "the Plan has to be carried into every home in the language and symbols of the people and expressed in terms of their common needs and problems".

In the second Plan (1956-61), there is a concrete outline of the measures for expansion of Plan publicity through different means of communication. Pinpointing the role of the press, the second Five Year Plan said: "In the programme for publicity, the help and cooperation of the press is being specially sought". Indeed, the second Plan period saw a distinctive orientation towards development issues and activities in the part of the press and All India Radio. Other media were also pressed into service. Among them were Films Division, Five Year Plan Publicity programmes (later converted into a Field Publicity Directorate) and audio-visual techniques of communication.

Still greater emphasis was laid on the spread of developmental ideas and Plan Publicity in the third Five Year (1961-66) Plan. The Plan document observed that "as part of the programme for strengthening public cooperation and participation during the Third Plan, it is proposed to intesify the existing arrangements for bringing home the implications of rapid development and carrying the message of the Plan to the masses throughout the country".

Thus plan publicity involved itself in the day-to-day work of development communication. It took interest in the doubts and difficulties of the people. They may want to know why the Plan cannot be more ambitious. What are the constraints on faster growth? If the prices of articles of everyday use are looking up, it needed to be explained if some inflationary pressures were built into Plan policies and implementation.

Plan publicity entails a two-way traffic. Planners have to know as much about public reactions as the people about planning. Mutual understanding enables the public and the planners to move towards commonly agreed developmental goals. It is not enough for the people to know what is being planned, why it is being planned, how it will be achieved, and what are the likely results. The planners should know what the people's reactions are to ideas and programmes advocated by them. And they should be receptive to public criticism. Then only will the planning process become democratic and the planners accountable.

The question to ask on the eve of the Eighth Plan (1990-95), therefore, is whether there is similar arrangement under which the planning Commission, is fully and continuously informed of the people's reactions to developmental ideas and Plan programmes. And are these reactions being

taken into consideration while drawing up the plan proposals? To what extent have programmes been accepted by the people as their own, so that they are concerned not just about speedy and successful implementation but help in the monitoring of the planning process?

More recently, steps have been taken to integrate the Indian economy with international economic developments. India has a more open door to foreign aid, private investment and import of technologies: such measures towards the liberalisation of the economy should make for competition and efficiency in production. But will the resulting play of market forces provide an adequate substitute for public understanding and involvement? Will growing interdependence permit the promotion of national interests?

It will have to be explained how, apart from constraints on financial resources, the poliotical situation will not permit any more ambitious or innovative alternatives than are contemplated in the draft Eighth Plan. With seven five-year plans behind, there are not many people who still favour greater state control over productive and distributive activities. More people are worried by the failure of state undertakings to generate surpluses and of the system as a whole to encourage productivity and reward achievement. Many others favour greater economic freedom to the private sector on practical grounds. It, therefore, becomes a question of mutual balance. Plan publicity should become a means of striking this balance.

Another subject in which there is renewed interest is Centre-State relations. This is essentially a political issue. But in the field of planning it has to be explained that State enjoy the freedom to raise own resources and implement their own plans. The Centre does give help, including financial assistance. But the States remain free to make their own inter-sectoral allocations. Media should help in promoting better understanding of the issues in Centre-State relations, for the task of Plan formulation and implementation is a joint venture of national significance.

Happily, developments in electronics and telecommunications have facilitated increasing popular participation in media activity. One has no longer to be content with a letter to the editor of the newspapers to make a point or add to available information. The voice recorder can go out into field and factory and contributions of outside broadcasters and private citizens can be brought to the studio for radio programmes. The TV camera now reaches the remotest of places. Its coverage can be transmitted without distortion or delay all over India.

The programmes broadcast by many radio and TV stations now depend for variety and interest upon the ability of private producers to contribute. Abroad, there is a growing readiness of the broadcasting stations themselves to compete with one another in widening the choices for listeners and viewers. How will All India Radio and Doordarshan meet this challenge to retain the loyalty of their audiences?

In view of the revolutionary developments in telecommunications and in the electronics industry, official secrecy and censorship have become counterproductive. National frontiers have ceased to raise barriers to knowledge and flow of information. If there still are imbalances between North and South or New Delhi and the outlying India, the fault lies in planning the media structures and in failing to make their output participatory and responsive.

These faults, however, cannot persist because democratisation and openness of politics cannot but affect the hitherto bureaucratic and closed or unresponsive working of media organisations. Once political power is decentralised and its exercise made publicly accountable, media structures can no longer remain autocratic, or the media traffic one-way.

"Empowering the People" has been a popular old slogan. Media developments have given it a fresh lease of life: and there will be as many different ways of making a people the masters or their destiny as there are varieties of leadership and traditions of cultural assertion. Each group of people has to work its own way to making their governments accountable and enabling them to retain legitimacy. Unless the people enjoy the power to influence their governments and the rulers are responsive to the pressures of public opinion, it is the rulers and not the people who will wield political power. This is where the media have a role as a forum and a source of diverse, even contradictory, information.

Some leaders thought power emanates from the barrel of a gun. This kind of power cannot be passed on easily to the people. In some countries often described as democratic or socialist republics, the leaders have been busy lying the foundations of dynastic rule. Some others thought if their government was described as a people's democracy, automatically the people will be empowered. How very wrong for the very people had to fight for democratic and human rights.

Both in mythology and historical practice, India has provided a contrast. It regards personal and political legitimacy of the rulers as crucial to their political survival. That is why they were always in communication—communion is a better word with their people. In the past, rulers sought the cooperation of the ruled to come to agreed decisions. The political necessity of the government enjoying a popular mandate has grown in modern times.

For there is an increase in public awareness. The common people can no longer be taken for granted in respect of matters affecting public interest. To this has been added the practical wisdom of associating the potential beneficiaries of the developmental processes with the framing of developmental choices and with the execution of developmental schemes at the grassroots.

What makes such political consultation easier is the new technology of communication. Whether it is the press or radio or television, new techniques have made them participatory media. Indian experiments in plan publicity leave no excuses on the part of those who control media structures and organise communication activities for not democratising their working. Indeed, a qualitatively new dimension gets added to public discourse and social organisation when political institutions are made to work democratically. The way to do this is to place participatory communication at the heart of public information and media output. This will be the meaning of developmental communication or Plan publicity in 1990s.

Reporting Parliament

V. S. Maniam

IT IS almost always a senior special correspondent who is assigned by newspapers and news agencies, and even by All India Radio, to report Parliament's proceedings. With reason, for this is an assignment that calls for all-round experience and expertise and the patience and humility that go with them. Much of the reporting is, to be sure, the kind called spot reporting. But Parliament calls also for some descriptive writing, to bring out the mood of the proceedings, ranging from solemn to highly dramatic; a good deal of analysis, especially where legislation is involved; a considerable amount of background detail in order to provide the correct perspective; and, on occasion, some profiling of the personalities involved in some particular development on the floor. The Parliament correspondent has to have patience to be able to sit through the long, sometimes nerve-racking and often tryingly monotonous proceedings. He requires humility so as to keep in the forefront of his mind, through the sound and fury of it all, that the proceedings are those of the highest representative forum and laws making body in the land and arbiter of the destiny of its people and have therefore to be reported with a certain respect and, in any case, without the slightest distortion. There is need to report each separate part of a sitting in detail and depth, and, in addition, provide an overview of the sitting as a whole. The quantum of work involved is, thus, immense, and it has to be tackled without loss of quality. The Parliament "beat" is, in fact, several assignments rolled into one.

Some newspapers assign two correspondents for each sitting : one to cover the forenoon part of the proceedings, and the second to cover the rest. News agencies and AIR have multi-member teams covering the proceedings in relay. Even so, the full import, and flavour, of what happens on the floor of either House of Parliament sometimes do not quite come through in the day's reports—such is the size and nature of the Job—and a supplementary report, or review, is carried by newspapers and radio alike at the end of each week in an effort to fill that gap. There are, however, two big aids available for reporting Parliament.

One is that the proceedings are exceptionally well organized. A sitting commences at 11 in the forenoon, and, with an hour's lunch break, continues normally until 6 in the evening. The first hour of the sitting is devoted to answering questions and is called Question Hour, when about 20 "Starred" questions are taken up for oral answer and at least a third of them, together with supplementary queries, get answered. In addition, about 100 "unstarred" questions are supplied written answers. Immediately after

Question Hour, a number of reports and notifications and other documents are presented to the House, or, as it is better known in parliamentary parlance, "tabled" : that is to say, figuratively placed on the central table in the well of the House. Under the Constitution, the Government is accountable to Parliament for each of its actions, however small or minor, and the tabling of official papers each day in Parliament represents the discharge of that function of accountability. Ordinances promulgated during the inter-session period are thus tabled. So are reports of ministries and of public sector undertakings and other bodies under them, as well as special reports, such as that of Commissions of Inquiry.

When a report is presented after some delay, it is always accompanied by an explanation for that delay. Likewise, the report of a Commission of Inquiry is accompanied by a memorandum on the action taken on that report by the Government. Reports of standing Parliamentary Committees—there are right now 19 such committees—are also tabled at that time. Thereafter Ministers with statements to make on various matters, normally topical ones, make them. Bills, or proposals for legislation, are then introduced by the Government. Some-times, there is resistance to such introduction of a Bill, but since a Bill can be opposed at that introductory stage only on the ground of legislative competence—namely, that the House does not have the competence to legislate on the subject involved—the Bills normally do get introduced, if after a little delay, after opponents of the legislative proposal voice their opposition. The rare exception, when a Bill sought to be introduced is kept in abeyance by the Government deferring to the viewpoint of the Bill's opponents, does also occur every now and then : there have been at least two such instances in recent memory, both in the Sixth Lok Sabha during Janata rule.

Introduction of Bills is followed by a Calling Attention discussion if there is a motion on the agenda for such discussion. After that discussion members make what are called special mentions, of matters to which they wish to draw Parliament's attention and which they have earlier cleared with the presiding officer. When the special mentions are over, the House takes up unfinished business pending from the previous sitting-whether discussion of a Bill, or a debate on a Ministry, or a special discussion on some urgent matter. The sitting could end with a short discussion, often raised by a member who was not fully satisfied with the answer given to a question of his and had demanded a somewhat more detailed discussion on the subject involved. Or there could be a special discussion on some matter of urgent public importance, which had earlier been demanded by members and agreed to by the presiding officer.

Into that well-ordered agenda is forcibly interpollated what is called the Zero Hour when members raise a host of issues, on some of which they have given appropriate notices to the presiding officer. Since Parliament

has to transact a breathtaking amount of business within a painfully limited time, it has evolved detailed procedural rules and conventions for conducting its business and cannot afford any departure from those rules and conventions. Equally, members with a variety of matters on their mind feel that these should be discussed without delay, no matter what the rules might say. The result, inevitably, is much verbal clash during that Zero Hour, sometimes a noisy uproar, and sometimes total pandemonium, with dharnas in the well of the House and other such scenes of drama. The Zero Hour is so called probably because it occurs at 12 noon, which can be written as 00.00 hr. It has no place in the day's agenda and is a forced, often painful, interpollation. Sometimes reports are presented and ministerial statements are made without their being mentioned in the day's agenda, but these are always done after due intimation to the presiding officer.

A second big aid to those reporting Parliament is that they are supplied copies of all documents tabled, Bills introduced, statements made and reports presented, often within minutes of the event. When the presiding officer gives a ruling which happens soon ofter the Question Hour, the text of the ruling is similarly made available almost immediately. Lately, texts of major ministerial speeches are also thus distributed. At the close of Question Hour, the correspondent is supplied a complete set of written answers to questions, both starred and unstarred, relating to the sitting. These are in addition to the detailed agenda and lists of questions available at the start of the sitting. That entire material has to be studied closely and quickly before the correspondent sits at his typewriter to prepare his report. The written answers to starred questions provide the foundation for the reports relating to Question Hour, with the supplementaries to the main question and the answers to them often fleshing out the written reply. The same is the case with statements by Ministers, whether suo moto statements or ones made in response to some motion. Here, again, it is often the questions put to the Minister when he has made his statement that make for news, with the statement itself forming the foundation. This is particularly the case with Calling Attention discussions where the sponsors of the motion on which the discussion takes place put pointed questions. As for suo moto ministerial statements, it is only in the Rajya Sabha that members are permitted to question the Minister about the content of his statement; in the Lok Sabha, the rules of procedure do not allow them to do so; if members still manage to put questions, that will make the news. Reports, whether of Government departments or presented by Parliamentary Committees, or of Commissions of Inquiry or of the Comptroller and Auditor-General, need to be read equally closely, and patiently, for all of them contain a good amount of news but which always has to be dug out. Similar patience is called for by Bills which contain, in addition to the text of the legislative proposal, a statement by the concerned Minister on the objects and reasons for the Bill, a detailed spelling out of each clause in the case of major legislative proposals, a similar detailing of old provisions that are sought to be changed where the

Bill is an amending one, and a detailed financial memorandum. This is when a Bill is introduced for the first time. If the Bill is one which has already been passed by one House and transmitted to the other, the printed text contains only the bare legislative proposal, and the correspondent will be benefited immeasurably if he has before him the Bill as introduced originally, for then he will get to know the precise purpose for which it was introduced. A Minister's introductory speech while moving for consideration of the Bill is often an elaboration of what is already printed in the statement of objects and reasons. In studying that statement the correspondent willl have done some of his homework for properly reporting the debate on the Bill.

In no other area of reporting is such wealth of information made available to a correspondent as happens day after day in Parliament. Many might at first tend to be put off by the size of that information, it might even seem a needless burden, but once a correspondent settles down to his job of reporting Parliament he starts looking for background details in the material supplied to him, and a time soon comes when he reads it all even while listening to the proceedings. Not long afterwards, he will be storing it all with loving care for future reference, for in those statements, reports, legislative proposals and other documents he has the story of the administration and development of this vast, variegated country. Senior correspondents who are not assigned to Parliament and peep in only to watch parts of the proceedings they happen to be interested in and foreign correspondents who are not interested in the proceedings as such can yet be seen collecting all the material made available daily : so invaluable is that material for reference purposes.

The Parliament correspondent has to study, besides, the rules of procedure, as he gets down to his task. Everything that happens on the floor of the Lok Sabha or the Rajya Sabha is done strictly according to the rules of the respective House; otherwise, it will be impossible to conduct any business. These are simple, commonsense rules designed for well-ordered transaction of business and, although the assimilation of these rules might seem forbidding at first, one does get to know them fairly closely as one gets along. It is, in any case, essential to be acquainted with them. As members seeking to raise various matters keep mentioning the relevant rules, one has to be able to know what precisely they are referring to and look them up in the Rules Book. Equally difficult, and equally indispensable, is the job of identifying members by face as they get up to make a speech or raise a point : there are 545 members in the Lok Sabha and 245 in the Rajya Sabha. That knowledge comes only with time, and it helps if one happens to have the Who's Who of the House by one's side so that it can be quickly consulted. Parliament's closed circuit television does these days supply the names of members participating in discussions and even of those who put supplementaries during Question Hour, but there is always a gap between a member getting up and his name appearing on the CCTV screen; also, one cannot be running out of the chamber every now and then to look at the TV screen;

besides, the names of those making brief, impromptu interventions cannot possibly be shown on the screen.. The Who's Who is, therefore, an essential companion, since even correspondents with a strong memory sometimes get stumped over the name of a member. Another essential companion is the Constitution, whose provisions are mentioned invariably by members in the more abstruse debates. To know precisely what the members are referring to helps one understand the trend of the discussion better and, equally, report it better. Some would say that the keen Parliament Correspondent should also be acquainted with the book by Kaul and Shakdher on Parliamentary procedures and practices which is an elaboration of the procedural rules and an authority on the subject and which senior members cite when pressing some procedural point. And, since the procedures of the Indian Parliament are derived largely from those of the British Parliament, some acquaintance with Erskine May's book on parliamentary procedures in Britain, called *May's Parliamentary Practice*, is also essential.

A member raising a point of order invariably cites, or is asked to cite, a rule. So does a member pressing an adjournment motion. So also does a member wanting to give notice of a variety of other motions or raise an issue of breach of privilege. Each of these is governed by a different rule. Sometimes, seemingly similar matters are procedurally widely divergent. A Bill ordinarily requires a simple majority for its passage, but a Bill seeking an amendment of the Constitution requires a special majority : a majority of the total membership of the House and of not less than two thirds of the members present and voting. Likewise, some Bills require prior clearance with the President before they can be introduced, and although such permission has never been denied, it cannot also be taken for granted. Again, a censure motion is different from a no confidence motion, accoding to the rules, since the passage of the first need not compel the Government to resign, while the passage of the second is inevitably followed by such resignation. Also, when one such,motion is admitted, the House drops whatever business it is transacting and gets down straightaway to discussing the motion. However, in the case of an adjournment motion which is admitted, despite the wording of the motion that "the House shall now adjourn" to discuss whatever issue is ought to be raised, the House does not do so immediately and starts discussing the motion only later in the afternoon. The correspondent who is acquainted with the rules of procedure recognizes these differences automatically and his reports are, to that extent, enriched.

Another, and perhaps more important, reason for being acquainted with the rules is that a correspondent will commit no mistakes in reporting the proceedings and will be in no danger of committing a breach of privilege of members and contempt of the House. The term "privilege" is an omnibus one for the rights and immunities enjoyed by members individually and collectively for the proper discharge of their functions. Anyone, including a correspondent, who offends against those rights commits a breach of that

privilege and invites appropriate punishment. A correspondent is deemed to be guilty of breach of Parliament's privilege primarily for wilful distortion of the proceedings in his reports. But whether there has been such distortion is something for Parliament, and its members, to decide. They could well feel that the leaving out, unconsciously or for reasons of space, of the speech of a member or even his name amounts to distortion of the proceedings. Normally, however, it is grossly incorrect reporting and inclusion of parts of the proceedings that have been ordered to be expunged,as well as defamatory comments, that amount to breach of privilege. This might seem like a fearsome Damocles' sword over the head of the Parliament correspondent, but as long as any misreporting or distortion is not deliberate, or wilful, or malicious, the correspondent has nothing to fear, for in all such cases so far Parliament and its presiding officers have taken a singularly relaxed view of such breaches. Having said that, it is necessary to add that the dignity of Parliament demands that reports of its proceedings are totally accurate and totally free from distortion of any kind.

To be able to report Parliament is an incomparable privilege and blessing. Where else does a reporter get to know everything that happens in the country, from the sublime to the not so sublime, as well as its problem large and small, to the point of having his finger on the nation's pulse, as he does in Parliament. Where else does he get to see and hear in person the country's leaders, known and not so known. And which assignment is so completely fascinating and satisfying professionally, and is also a virtual cornucopia of "stories" day after day, as this one. Above, all, a seat in Parliament's Press Gallery is truly a front row seat to history in the making. It is infinitely worth all the study and preparation that one has to make before occupying that seat.

Advertising : Its Social Relevance

Subrata Banerjee

THE SOCIAL relevance of advertising has many dimensions. It can be either positive or negative, or even a bit of both, depending on the use you make of it and the circumstances conditioning its use. It is always convenient to start with definitions. Advertising could be defined as the process of communicating the most persuasive selling message possible, to the right potential consumers of products or services, at the right time and place, at the least possible cost. It is thus a communication bridge between the consumer and the producer. It does not sell products or services. It communicates. It provides information. It motivates a potential consumer. It persuades a potential consumer to make a purchase. It creates psychological conditions for a purchase.

In a sense advertising is as old as human civilisation. It began the day the human being began to produce a surplus in a society in which division of labour had already taken place. The surplus had to be exchanged for meeting the varied needs of different people producing different goods and services. Even during the period of barter, one had to inform people about products or services available. May be, persuasion and motivation were not major factors. Modern advertising, however, is the creation of a certain historical development. And it is in this development that one must seek the basic roots of the relevance of advertising today. Advertising as we know it today is the product and promoter of the socio-economic system born of mass industrial production under capitalism.

With the Industrial Revolution mass production came into existence. It demanded a mass market and a mass distribution system, for the very survival of manufacture by machines and its further expansion, which in turn was also another condition of its survival. A situation was created in which products and services had to be sold far beyond the seats of production. The compulsion was for the constant expansion of the market both horizontally and vertically. The horizontal expansion meant extending across the entire country and even beyond, that is, nationally and internationally in course of time. Vertical expansion meant bringing within the orbit of the mass market social classes which had so far been outside it. Individuals had to be made to respond to the requirement of the production system. This meant providing people with a disposable surplus and ensuring its utilisation for the purchase of goods and services, which might not have been considered essential in the past. This also meant creating a 'psychic desire' to consume and consume more. The need was to influence human behaviour patterns and

conduct. This involved even bridging the gap between regional variations in tastes and needs and the goods and services being made available.

Modern advertising was thus created as a direct response to the needs of mass industrial capitalism to direct human being's desires and needs in such a way as to ensure the continued and expanding organised mass sales so necessary to keep alive mass production by accumulated capital. Advertising today is an integral component of the mass distribution system of mass industrial capitalism.

To advertising the human being is a consumer, a market, Advertising is involved in the social production of consumers to meet the demands of the social production of goods and services in the mass. It is in this that we see the dialectical relationship between advertising as the product of mass capitalist production and at the same time its promoter.

The development of capitalism is associated with the emergence of the concept of the nation state. The disintegrated multi-structured precapitalist society was knit together by the market. Advertising played a significant role in bringing this integration about. In the process of creating a 'psychic desire' to consume, in bridging the gap of varied regional tastes and needs and the goods and services made available, advertising helped create a homogeneous national character. Even that was not enough. As the compulsions of the horizontal expansion of the market went beyond the confines of the national territory and sought international markets, advertising proceeded to create a homogeneous transnational character, to meet the needs of the transnationalisation of the world economy. Today the flow of capital and industry recognises no national barriers. Today the flow of consumption behaviour patterns and value systems, created by advertising, also recognise no international barriers.

Advertising is creating a new concept of civilisation. It helps to create a world of dreams and their fulfilment, an addiction to the consumption of more and more and varied goods and services as an antidate, as it were, to the uncertainties and the psychological feelings of insecurity in a highly competitive capitalist world and the impending threat of nuclear annihilation. Herein lies the relevance of advertising in a capitalist society. A relevance which is not only economic, but social and cultural and even political in the final analysis. This is because advertising promotes a way of life, a value system which sustains the primacy of profits, of ruthless competition for individual achievements and ever expanding consumption of an increasing range of goods and services.

The question may with very great validity be asked whether advertising has no relevance to a socialist society. It certainly has. After all advanced socialist society is also based on mass industrial production. Till recently, in the Soviet Union and in most of the advanced socialist countries what

prevailed was extensive economic development. The emphasis under strictly centralised planning was on quantity rather than quality, certain types of consumer products rather than others, not on consumer expectations, but on providing the consumers what the centralised bureaucracy considered appropriate. Even so there was a certain amount of what might be called advertising, which was concerned with the acceptance of a way of life imposed from above. In a sense advertising was part of what could be called a kind of social marketing, communicating values, concepts, instead of products and services.

As part of the participation of the socialist economy in the global economy, however limited, advertising had been resorted to on the international market to sell Soviet goods and services. This is also true of other advanced socialist countries. Today with intensive economic development, the increasing role of the socialist market, decentralisation, emphasis on the consumer and so on, advertising in the true sense of the term is coming into its own in the Soviet Union and the other socialist countries. It should be pointed out in this context that there has been considerable advertising in some of the socialist countries, such as Hungary, Poland and Czechoslovakia.

There is, however, a major difference between advertising in the socialist system and in the capitalist system. In the socialist system advertising is still in the state of providing information of the kind and quality of goods available. With a certain amount of competition there could be an element of persuasion and motivation. There is, however, no manipulation to make the consumer go for goods for which he or she had felt no need so far. In advanced capitalist society advertising helps to create a demand for goods supplied by the manufacturers and not to provide information about the availability of goods for which there is already a demand, actually an unfulfilled demand. Advertising creates demand. The relevance of advertising in a socialist economy is merely that of a communication bridge between the producer and the consumer.

The next question that one might consider is the relevance of advertising in a developing economy, such as India, one might even characterise such an economy as a mixed economy, with elements of both capitalism and socialism coexisting. The strength of one element in relation to the other differs from state to state. There are a few states which have developed a full fledged capitalist system. In a sense advertising in the developing economies has mainly the same relevance as it had in the advanced capitalist countries in the pioneering days, during the period of the formation of an integrated national economy and the nation state. This relevance is limited in its scope because of the limitations on the development of capitalism in the countries which have emerged from colonial rule to political independence, still tied to the metropolitan economy by many visible and invisible strands, except for the countries which have adopted socialism.

A look at advertising in India, one of the most advanced economically and industrially among the developing countries, would provide some understanding of the difference between advertising in an advanced capitalist or socialist country and a developing country. Advertising in India is just over two centuries old. The very first issue of the first newspaper, *Bengal Gazette or Calcutta General* Advertiser, dated 29 January 1780, carried advertisements alongside the news. The social relevance of advertising in India has to be sought in the very circumstances of its birth. It is the product of historical needs arising out of the objective conditions and demands of the introduction of industrial capitalism by the British in the late 19th century, when India became a market for Britain's mass production and a supplier of raw materials.

Every modern economic system, whatever its basic character, is primarily concerned with the identification of goods and services to be produced, their quantities, allocation of resources for the same and their distribution. Such identification, in the advanced capitalist countries, is regulated and determined mainly by the market, although under the system of oligopolies a truly free market exists nowhere. In the socialist market too complete freedom does not exist and centralised planning still has a significant role to play in the identification of goods and services to be produced, their quantities and allocation of the necessary resources. In this entire process in both systems advertising plays a part, however different in nature. A study of advertising in any of these systems would reveal the exact nature of the priorities of the economy. Such priorities would also determine the limits of social relevance of advertising in a particular country on economic system.

India provides a typical example, from the days of the East India Company onwards up to the present time advertising in India has catered to the needs of the elite in society. During the days of the East India Company it was mainly for the British rulers. The press was the only medium and advertising waxed and waned with the arrival and departure of ships from 'home' bringing both goods and services in the shape of women in search of husbands.

The first ever study of Indian advertising was part of the report of the first Press Commission, shortly after independence. It provided some insight into the character of Indian advertising in 1951, when the hangover of the British period had not disappeared. The study revealed that three-fourths of the advertising placed in the newspapers were for consumer products. Cosmetics were in the lead, followed by drugs and pharmaceuticals, automobile products, foods and beverages, consumer durables, office equipment and furnishing and banking and industry, in that order. Among industrial products industrial machinery topped the list with agricultural machinery a low second.

Advertising catered to the new middle class created by the British and left behind to take over the administration and avail of the opening opportunities in the gap created by the departure of the British and the expansion called forth by the development process. This market too had been created by the British with the import and sale of a whole range of consumer products, backed by advertising. Another study in 1967 revealed that the annual expenditure on advertising consumer goods and durables, cosmetics, banking and insurance varied from Rs. 1 crore to Rs. 10 crore for different companies. The first Press Commission report had estimated a total expenditure of Rs. 7 crore on advertising in newspapers and periodicals, in 1951.

A study by the Economic Times Research Bureau in 1973-74 revealed that the advertising expenditure of 138 large and medium companies amounted to Rs. 3,096.03 crore. The highest spenders were drugs and pharmaceuticals; with only 12 units covered by the study the expenditure amounted to Rs. 358 crore. Only five units of cosmetics and toiletries between them spend Rs. 106 crore. Another study by a leading advertising agency in the early part of the present decade revealed that of the more than 10,000 items advertised, consumer goods and durables accounted for 71 per cent of the total advertising.

In India the social relevance of advertising is thus confined to a narrow elite who use advertised products. This would account for about ten crore, while destitutes in India are about 20 crore and people below the poverty line about 30 crore. They are all obviously outside the market for advertised goods. Thus in Indian conditions advertising does not play the same integrating role in the economy as it did in the advanced capitalist countries during the days of the emergence of mass industrial capitalism.

Nevertheless advertising in India has succeeded in integrating the rural and urban rich into one market. This is most sharply evident in the changing contours of the newly emerging political elite in the country. Urbanisation in India is taking place through the process of cities expanding into and swallowing the peripheral villages. Delhi is a typical example. Advertising is helping carry urban values and life styles into these villages. Thanks to advertising branded consumer goods have invaded villages in a big way. According to a study the rural market's share of razor blades was 57.4 per cent, popular toilet soaps 43.6 per cent and of talcum powders and premium toilet soaps 21.9 per cent, in 1975-76. According to an ORG study for the period 1977-79 there was 80 per cent of detergent cakes and 48 per cent of toilet soap cakes.

It has been estimated by Subroto Sen Gupta, a veteran advertising and marketing practitioner, that the potential for the expansion of the rural market can easily be extended to 20 to 25 million households. According to

him in 1980 the rural market accounted for 25 per cent of toilet products, 29 per cent consumer durables, 12 per cent cosmetics and 12 per cent baby care products. According to a study by the market research organisation, CORE, covering three-fourths of the country, advertised branded goods market had succeeded in reaching out even to landless, marginal and small farmers, who accounted for a considerable share of the market for such products as wrist watches, torchlights, transistor radios and bicycles in 1979-80.

Thus the social relevance of advertising in India, and in other developing countries similarly placed, is to bring about a limited integration involving a narrow elite group and changing their value systems and life styles in keeping with prevalent trends in advanced capitalist countries. It is also a process of integrating this section of the population with its peers in the advanced capitalist countries and further integrating the national economy with the world capitalist system. What emerges out of this experience is that the major relevance of advertising in India and developing countries could be as a mediator for social change. This is a part of social marketing. Social marketing involves the application of marketing concepts, principles and skills to ideas, value systems and social causes, such as environment protection, wild life protection, preventive medical care, family planning, conservation of energy, communal harmony, national integration, literacy and reading habits and so on. The primary objective of advertising in such a situation is not the creation of a brand loyalty or manipulation of the human psyche to spend money even on goods which one can do without. The primary objective is to change behaviour patterns of human beings, their thinking processes rooted in superstition and prejudices, to a rational and modern outlook, to motivate, sensitise and energise the poverty-stricken, deprived masses to catapult themselves into the future.

Social marketing and advertising cannot, however, overcome socio-economic limitations against accepting new value systems. From the relevance of advertising as a mediator of social change follows another relevance. Advertisements are sources for the study of social history. They are a reflection of social mores, both directly and indirectly. Directly they provide a picture of lifestyles of the consuming section of society. Indirectly, they also are a reflection of non-consuming sections of society, sections today reached by advertising but having no access to the products or services concerned. This relevance of advertising to social historians becomes evident when one looks at advertisements of precious generations and compares them with those of our own times. For instance one gets a fairly good idea of the kind of life led by the British in Calcutta from a study of the advertisements in the *Calcutta Gazette and Oriental Advertise*, a newspaper published under the direct patronage of the East India Company's government in the late 18th century.

The advertisements reflected the flamboyant dresses worn; smoking of hookahs by men and women; the existence of a slave system; palanquins as a form of transport; coffee houses and taverns as social centres; various types of entertainment; heavy gambling; emergence of banks and insurance companies; lotteries as a source of resources for building Calcutta; and so on. The Indians featured only when they entertained European guests with *nautch* parties. Otherwise the Indian community did not exist except when associated with the British activities.

If someone looks through the old pages of our newspapers of today two centuries from now they too would get an idea of the lavish life style of a section of the Indian population, which is not very much different from that prevalent in the advanced capitalist countries. They would find no reflection of the vast masses of Indian humanity. Thus would be reflected the great divide that exists in Indian society today. The social relevance of advertising is thus related to the nature of the economy, the production system and the level of development of society.

Public Relations in Developing Countries

Samar Basu

IT IS often forgotten but gratifying to recall that public relations is not a Western concept. In fact, public relations was practised in India long before jargons like target audience and product positioning were used by Western professionals and practitioners.

While almost 2,550 years ago, Lord Buddha preached his religion and philosophy himself and through his disciples it was King Ashoka who institutionalised the practice of public relations. Not only did he popularise Buddhism by numerous rock edicts written in simple language of the land, he also deputed his son Mahendra and daughter Sanghamitra to Sri Lanka to spread the message of Buddha. This is the first instance in recorded history of a lady being a Public Relations Officer and that too, by His Majesty's appointment. Surprisingly, even today, doubts are expressed as to the suitability of women in the public relations professions.

In modern times, the most glorious example of "Indian" public relations was demonstrated by Mahatma Gandhi. The Western—educated Oriental Gentleman (WOG), with a Bar-at-Law donned the loin cloth of the villagers and unashamedly became a half-naked Fakir. If he conspicuously dangled a watch, it was because of his concern for punctuality, again a virtue not unconnected with public relations principles.

Mahatma Gandhi talked to the people in their language as one of them. His symbolic Salt Satyagraha was the best which could be thought of in those days to catch the imagination of the people. And, one should not forget Gandhiji's close association with the Press both Indian and foreign. He even published newspapers to communicate his ideas.

It is also interesting to note that Gandhiji used to address daily prayer meetings, an excellent method of mass communication. When some meetings were exceptionally large and there was no microphone or loudspeaker, he used to address the people in the front row in his feeble voice. They, in their turn, turned their heads and conveyed Bapu's message to the next row before listening to the next part of the message and repeat the process. The message would thus travel from mouth to mouth to the last row and beyond, to the huts and hamlets in the countryside.

What is the development strategy of this mouth-to-mouth (interpersonal) communication. What is its relevance in the developing countries ?

First, such communication is credible. One can receive a message and judge it. One can even question it and the messagegiver becomes personally responsible for the correctness of the same.

Secondly, this type of communication breaks the illiteracy barrier.

And thirdly, the ripple effect of a message is wide and extensive as well as quick. If the chain of communication is maintained and not broken, millions can be covered within hours.

This may not be as quick as the electronic media (radio and television) but for a developing country, it certainly is more suitable and effective.

I was pleasantly surprised when I discovered that the Agricultural Division of the World Bank relied more on this type of "pastoral folksy" communication in the developing countries. They call it T&V (Training and Visit). Farmers are trained and taught and are encouraged to visit neighbouring villages. Any important or significant development (like the appearance of pests in the filed) is instantly communicated so that the whole countryside is alerted. This is not to belittle the importance of the mass media, particularly radio and television.

In Tamil Nadu, a variety of rice is called radio rice. It is a tribute to the untiring effort of Akashvani to popularise the cultivation of that variety of rice. The Green Revolution in Punjab and Haryana owes such to the constant effort of Akashvani in popularising improved methods of agriculture. It is amusing to recall (and lesson for public relations professionals) that there was reluctance among Punjab farmers to use the Bhakra water for irrigation because they felt that since electricity had been taken out of that water, it was no longer good for agriculture.

To break the mental barrier is the biggest challenge for public relations in developing countries.

In India, for example, we are committed to the task of total immunisation by the turn of the century. If children are to be administered different kinds of vaccines it is essential that the parents, particularly the mothers, are indoctrinated. They have to be told what are the immunising vaccines, where are they available and how dangerous it is to let their children remain unprotected. It is also good to remember that it is a continuous process just as public relations is.

The biggest factor inhibiting growth in the developing countries is indeed the ever growing population pressure. The role of public relations in containing this problem, if not overcoming it, cannot be underestimated. On the one hand, it has to be explained how much a child born and reared for at least 20 years costs the family in terms of food, clothing, education, health and shelter. It has to be explained again that the same amount, if

saved, can help the family attain a much better standard of life. In the West, the choice is sometimes between a baby and a countryhouse; in developing countries, it can be choice between a baby and a number of things, like a TV set, two cycles and four cows. The message of a small family should not only be driven home but conveyed to the husband and wife in their bedroom.

In fact, the number of areas where public relations should deliver appropriate messages in proper form is legion. It may be for national security, small savings, industrial safety, greater productivity, better education and health and healthier sportsmanship. Problem-ridden as the developing countries are, each problem has to be attacked from many sides and the media of communication, not excluding the inter-personal communication, have to play a significant role. Public Relations should use the media all the time keeping a finger on the pulse of the people.

An overdose of publicity, like medicine, can do more harm than good. A sensitive antennae should receive signals from the people and correct its campaign trail, if and when necessary. In other words, a two-way communication channel should always remain open.

Talking about the internal public of the Government and public sector, there are about four million Central Government Employees and about three million in the Central Public Sector Undertakings. There are an equal number in the State Governments and their undertakings, besides some more in the organised private sector. Thanks to an enlightened industrial relations policy, they are not exactly the deprived sections of the society. Their wage packets are revised periodically and new benefits extended. Yet, do they realise that they have a responsibility to increase efficiency, productivity and service. One does not quarrel with their demand for better wages and more facilities. Times are hard for everybody. Yet, one also hears of poor service, avoidable losses, idle manpower absenteesm and indiscipline particularly in the Government and the public sector.

There is no reason why public relations should not concentrate on this group of internal public. We take pride in the public sector securing the commanding heights of the economy. Should the view from the dizzy height be myopic or should it not inspire or motivate the people to achieve greater successes. It is time public relations tried to instil a sense of motivation (why not patriotism.) among this section of society. It is time that they were made to think of what they can do for the country rather than what the country can do for them.

Contrary to popular belief, the task of public relations is not always as easy or as pleasant as selling tooth paste or scented soap through celebrity an advertising. To enter the human mind and motivate it, to break the barrier of self-interest and make it noble and to succeed against difficult odds are difficult tasks indeed.

However, public relations always takes a long-term view. In developing countries, the urgency may be great. Yet, there is no short-cut to success. Depending on the "publics" and their attitudes, problems and the priorities, various tools of public relations are to be used. It cannot be totally Western oriented as unfortunately it sometimes is. It cannot be based on promoting consumerism, as it happens sometimes.

In developing countries, the priorities are different. Where growth is the goal and development is the desired objective, public relations exercises have to be suitably oriented to meet the requirements of the situation.

If we have not mentioned social evils against which public opinion should be mobilised, it is not because the problem has no priority. May be, a catalogue of all the problems needing PR medication will be forbidding.

Documentary Films

Aruna Vasudev

THE NOTION that a documentary film can be stirring, forcing you to examine your conscience, opening windows on areas, people, places one might not know, has still not penetrated the awareness of Indian audiences. Weaned on an excess of 'mindless entertainment', the idea that cinema, in any form, can be more than that is still too alien for most people who go to the movies. Perhaps because of the way the documentary has always been presented. Compulsorily shown before a feature film in every theatre, it soon became regarded as the bitter before the sweet, the penance before the feast, the time to find your seat and exchange pleasantries, before setting down to the serious business of being entertained. The thought, the information, contained in the documentary is immediately forgotten.

Yet, in the days immediately following Independence, it was the most effective, in fact the only, way of "informing Indians about India." The Films Division was set up in 1948 in Bombay on the ashes of the British government-established Information Films of India, "for the production and distribution of documentary films and newsreels as a medium of education and information." It was soon to grow into the world's largest single film production unit for documentary, newsreel and short films with a monopoly over theatrical distribution.

In the immediate post-war period the popular cinema had abandoned all desire to serve as a vehicle for ideas as the studios of the thirties had done. By and large, there were no more issue-related films, no questions raised about dowry, widow remarriage, social justice and equality. With a few distinguished exceptions the cinema turned its face towards entertainment that demanded no thinking by the audience. Songs and dances, glamorous stars, threatened romance and happy endings filled the screens.

Recognising film as the most powerful medium and the most effective means of reaching large audiences across the country, the government put the documentary film to use an an educational tool. The difficulty, however, was to find the appropriate approach to documentary film making which at the time was confused and muddled. Gnerson's idea of the documentary as 'the drama of the doorstep' had not yet made an impact on the thinking of documentary film makers who still showed traces of the feature film's influence. So much so that even a documentary like '*Santiniketan*' was turned into a mere song-and-dance affair. Other films like *Himachal*

Pradesh, Dance of Manipur, Ladhak Diary, rarely went deeper than picture-post card prettiness. Some notable exceptions to the general rule were the films made by Hari Das Gupta—*Konarak, Panchthupi, The Hostory of Steel.*

The exciting phase in the life of Films Division came in the mid-sixties with the arrival of Jean Bhownagary. An Indian with UNESCO in Paris, his services were lent to Films Division for a few significant years. His inspiring presence was to result in experimentation, individual style and a body of remarkable films such as Sukhdev's *And Miles To Go, India '67. Framework of Famine, I am Twenty, Radha and Krishna, Face to Face* were some of the outstanding films made during this time by the Films Divisions own producers and directors.

It was a short-lived period and Films Division soon reverted to its preferred mode of didactic soleminity. But little, by little, an awareness of India's rich past and promising future was beginning to be known through these documentaries. Films about India's history and geography, its people, its development projects, industry and art; series on outstanding individuals who shaped India's destiny made them familiar, more real than in the pages of history books which anyway the large majority of the people could not read. The power of the image has long been recognised and pictures presented week after week of different facets and faces helped to make Indians known to each other, slowly eradicating the suspicion that unfamiliarity and ignorance engender. Urban audiences may have continued their criticism of these films, expressed impatience with their moralising tenor but they were unquestionably making an impact, bringing about an appreciation of and the beginning of an understanding between different parts of the country, a slow integration of its many and disparate elements. The films were shown not only in the theatres but carried to remote area through the mobile vans of the Field Publicity Units.

Outside the metropolitan centres, the information contained in the films on agriculture proved immensely valuable to rural audiences. This, in fact, is where the Films Division documentary has always excelled, winning many international awards for its clear presentation. This area was considered so important that a separate wing of the Films Division was attached to the Indian Council for Agricultural Research for constant interaction between the producers/directors and the agriculture experts. Another equally specialised section was attached to the Defence Services to make both training films and information documentaries for general distribution. Obviously these specialised films were making an impact because other Ministries began asking for similar documentaries in their areas of concern. The most significant contribution in recent years has been the films on family planning made by the Films Division in direct association with the Ministry of Women Development.

The arrival of television as a force and an overwhelming presence in society, has brought about important changes in the Films Division and

the documentary itself. One of the principal effects on Films Division was the winding up of the weekly current affairs newsreel, the daily news on television in Hindi and English on the national network and later in local languages on the regional network made redundant the round-up of current affairs in theatres.

Television was launched thirty years ago with aims similar to those of the Films Division. It was to be used for information and education and that, in the beginning, was its thrust and its focus. Many of the Films Division documentaries were shown on television. Simultaneously, Doordarshan began to develop its own producers of documentary films while also opening its doors to new talent in the field. It was an opportunity many young people, some of them trained at the Films & Television Institute of India, some at the more recently established Mass Communications Research Centre of Jamia Milia University, were looking and hoping for.

All this time, a large percentage of documentaries were made by the Films Division's own production staff, a few on contract by individual film makers on its Approved Panel. Occasionally some were brought from outsiders, some accepted as donations by industrial houses that started sponsoring documentaries as a public service. All of these had to first be passed by the Film Advisory Board which determined the films suitability for public exhibition.

The possibility of making a first film for young filmmakers was not easy under these circumstances. Some did make the attempt, raising funds from different sources, hoping to subsequently sell the film to the Films Division or, if it was on a specialised subject, to the Ministry concerned, such as Tourism for example. Selling it to the Films Division meant conforming to some extent, to the Films Division style, which did not always appeal to young film makers with fresh ideas.

Television opened doors where earlier there had only been blank walls. Documentary serials, individual documentaries, docu-dramas, current affairs for the Focus programmes, socio-economic topics, art and culture, environmental issues, all displaying a wide range of styles began to be produced for Doordarshan. The film students of the 'Film & Television Institute, when they worked for television, generally preferred to make fiction series, but the graduates of Jamia Milia's Mass Communications Research Centre were trained specifically in the use of video for television. Some of them formed themselves into production companies to make hard-hitting films on issues such as Sati or bride burning or the plight of pavement dwellers in Bombay. Some questioned basic government policies in different areas. Not all were shown on television but with the growing interest in and awareness of issues, other non-conventional outlets for screening were no longer impossible. Individual film makers began to find funding for the kind of films they wanted to make. Surprisingly, or perhaps appositely, many of these strong issue-dominated films are made by young women as producers

and directors, and have walked off with national awards even if they did not later find screening time on television, or with Films Division Subasini Mulay produced the Ajoy Bose directed films on the blindings in Bhagalpur, and the Union Carbide tragedy in Bhopal; Uma Segal from the Film Institute, daughter of Mohan Segal the well-established feature film producer director from Bombay, won a national award for her graduate film *Shelter* about the homeless living on the streets of Bombay. This was the same subject, treated very differently, by Anand Patwardhan in his one and-a-half-hour, highly acclaimed documentary *Bombay, Hamara Sheher*. While the quality of these films is recognised and frequently given national awards, they are not always found suitable for showing on television. However, there is no bar either from the censors, or from finding other, less public fora for screening and discussions. In fact, film is being used more and more frequently as an instrument of information, persuasion, spreading awareness on a variety of issues. Other directors more interested in cinema, even documentary and short films, as a form of personal, creative expression, are making films on art and culture. The Lalit Kala Akademi recently sponsored a film on the Painter B.C. Sanyal by Parthe Chatterjee, the National Council for Educational Research and Training has commissioned a series of films on dancers and musicians, the Sangeet Natak Akademi financed a film of the ballet on the Sangai, the brow-antlered deer of Manipur. Made by the distinguished director from Manipur, Arinbam Syam Sharma, it has won international awards. Shyam Sharma also made an environmental film on this endangered species of the beautiful dancing deer as part of Virasat, an ecological series produced by the Indian National Trust for Art & Cultural Heritage (INTACH) for Doordarshan. State Film Development Corporations, in addition to the National Film Development Corporation (NFDC) are also starting to support and finance documentary films. The Madhya Pradesh State Film Development Corporation has just financed Kumar Shahani's 90-minute film *Khayal Gatha*. Not strictly speaking a documentary, it is an entirely unique idiom which touches the essence of the Khayal form through myth and legend and song. Mani Kaul, with Kumar Shahani one of the Film Institute's earliest graduates, has evolved his own personal form of documentary in remarkable films like *Mati Manas*, *Before My Eyes*, Siddeswari Devi, made for organisations as varied as the Ministry of Commerce, the Department of Tourism and the last for Films Division.

With these new challenges, the Films Division itself is starting to change. While continuing with its usual 10 and 20 minute documentaries of information, education, agriculture etc. for theatrical distribution, it is also going into new areas and longer formats. For the Films Division, Shyam Benegal made a 3 hour film on Pandit Nehru, B.D. Garga, the eminent, long established documentary film maker, produced a 50-minute film on the history of the Indian press as part of the series on 40 Years of Freedom.

With these new openings and new challenges, the documentary in India is finding a new voice.

Revolution in Print Technology

V. N. Chhabra

AT THE World Print Congress held at Rio de Janeiro in May this year it was stated that INFORMATION is now number one commodity or 'product' moving among countries. The old economic order was based on moving physical commodities—raw materials and finished products, around the globe from producer to consumer depending on raw material availability and comparative wage rate, etc. In contrast the new economic order we hear so much about today essentially is based on knowledge and information. In short we have moved into the new information age technology.

According to US NEWS AND WORLD REPORT we are now on a pace to double the volume of our printed knowledge every eight years. This means in less than 40 or 50 years—the average person's work life—we have to relearn our entire knowledge at least about five times; the same report estimates that the volume of information and knowledge contained in a typical Sunday edition of the NEW YORK TIMES is greater than the amount of knowledge that a normal person could hope to acquire in his entire lifetime in the 17th century—less than just 300 years ago. This knowledge explosion has directly resulted in the growth of the volume of printed knowledge at a pace where it doubles every five years.

At the same time we are witnessing technological changes with a potential to revolutionise the information media. The major advances in information and communication technologies, which are impacting the print media and newspaper industry in particular, are computerisation and automation in typesetting, image manipulation, growth of word processing, multicolour scanning, processing and offset printing.

The Future of Print as we know it

Some of the products of new technologies which will cover critical newspaper publishing and printing operations in the future are:

Portable Computer

This will enable stories to be key-entered at remote sites and sent via telephone lines directly to the phototypesetting machine at the main office.

Electronic Camera

This will enable the photographers to send still news photographs to

be taken and sent electronically to their offices where they can be quickly enlarged or reduced, ready for paste-up or stored electronically or electronic pagination, if required. There will be no need for darkroom for manual processing of film. Similarly, the present method of colour separation will be overtaken by electronic camera fitted with devices so that colour separation is automatic and instantaneous.

Personal Computers and Laser Printers

The use of PCs and laser printers has already brought about a quiet revolution in the printing industry particularly in the small and language newspapers. The entire newspaper text is keyed on these low cost PCs and laser printers. The output on ordinary paper is of good enough quality for paste-up of final and camera-ready pages. These PCs and laser printers are also being used for generating graphs and full page make-up.

Eraseable Laser Discs

These computer storage discs have 50 times more data storage capacity than what is possible on usual computer floppy or magnetic disc. This will result in cutting down the cost of storing data tremendously apart from being reuseable. Eraseable disc will also be used to electronically record wire service photos at high speeds and also receive and store national advertisements via satellite.

The combination of eraseable laser disc, electronic photography and electronic picture processing will result in the elimination of most of the present day method of processing in newspaper offices of all sizes in about five years.

Flexo Printing

The other significant invention in newspaper printing, apart from offset printing, is the development in flexo printing. The main advantage, apart from being less expensive, to print newspapers is that the inks are water based. It doesn't rub off the readers hand. The ink does not strike-through which will enable the use of lighter paper. The newspaper of tomorrow will be all colour and future presses will be automatic where robots and electronic devices will replace manual handling.

Print no longer has a monopoly on the presentation and processing of information as the growth of television and data base demonstrates. Electronic devélopments have provided users with new products, publishers with new ways to reach their markets—ways that the recipients find it easier to use that print.

New technology has opened the way for a wide range of alternatives;

at the same time it has revolutionised the production methods of print-production, colour scanning, pagination systems, digitised typesetting, emergence of lithography as a dominant printing process, advances in press ink and register control and the automation of binding operations have all contributed to the change in a substantial manner. Data compression and satellites have made whole page transmission, both in black and white and in colour, feasible throughout the world. Quite a few of the dailies and weeklies are being printed simultaneously from different parts of the world using facsimile transmission facility. "USA TODAY", an American daily newspaper which enjoys the distinction of carrying full process colours on every page, is printed simultaneously from at least 13 cities, on receiving a signal from Washington.

"THE HINDU", a national newspaper published from Madras was the first newspaper in India to establish a facsimile link with Coimbatore, a distance of 400 kms from Madras, using a telephone group channel in 1969. Later facsimile links were established with Bangalore in 1970 followed by Hyderabad in 1976 and Madurai in 1978. In September, 1986 the Hindu started publishing simultaneously from New Delhi also. The facsimile link was established with Indian communication satellite INSAT 1—B via earth stations of the P&T Department. The facsimile receiver is situated in the centre of the town at Tolstoy Marg from where the films—the facsimile reproduction of made-up pages—are transported to Gurgaon in Haryana (25 kms) and printed on a modern offset press and printed copies brought back to Delhi for distribution.

In 18 years of facsimile operation, this newspaper failed to publish due to equipment failure only on four occasions. Now there are a number of newspapers which have installed facsimile equipment for simultaneous publication from remote centres. The Hindu was the first mainline newspaper in India to introduce phototypesetting in 1980 in one stroke with their existing staff re-trained in new technology. A Monotype Lasercomp typesetter with a capacity exceeding the combined output of several hot metal Linotype typesetting machines was installed. The Hindu continues to stay in the forefront of new technology by updating their equipment. Last year two Apple Mac plus workstation, capable of creating and manipulating graphics, were added in Madras. In order to cope with the pressure on teleprinters/telex system the Packet Switched Data Network (PSDN) was installed in their Delhi office in November 1986. This facility is offered by the Indian Department of Telecommunications to enable journalists to key in their copy in Delhi and transmit at 1200 bits per second directly into their phototypesetting system in Madras. This has made possible not only extension of deadlines for stories from Delhi, but also saves the need for re-keying in the photocomposing department in Madras. A monochrome flat bed laser scanner from Dainippon Screen, India's first, enables The Hindu to maintain top quality in halftone reproduction. The

colour advertisement printed in offset was on a Sunday edition, July 3, 1977. Now The Hindu, like many of its counterparts in other metropolitan cities, publishes colour advertisements two or three times a week. Its revenue from colour advertisements exceeded Rs. 20 million in 1986-87.

Over the years revenue from commercials on the Indian television has grown by 500%. Still the Press continues to claim a major slice of the total expenditure on advertising. However, the challenge from television is real and cannot be ignored as majority of Indian Press survives on advertising revenue. With the cost of newsprint spiralling no newspaper can hope to survive on the revenue earned from sale of the newspaper.

The right choice and proper training in the use of new technology offers tremendous opportunity to the newspaper industry to reduce production costs through labour efficiency, increase of revenue from colour advertisements, publishing demographic editions through telecommunications and utilising spare capacity for commercial jobs. This is the trend everywhere.

Press in India

In India we have about 25,000 newspapers with combined circulation of over 65 million copies on the books of the Registrar of Newspapers for India. Out of these 2100 are daily newspapers and the rest, approximately 23,000 account for periodicals including weeklies, fortnightlies, quarterlies, etc. Highest number of newspapers is being published in Hindi followed by English, Bengali, Urdu and Marathi, though circulation-wise Malayalam Press enjoys the third position after Hindi and English.

According to the circulation data made available to R.N.I., in 1986 there were 240 big, 499 medium and 6,119 small newspapers, claiming 1/3rd share of the total circulation. Similarly out of about 2000 daily newspapers 736 were in the category of small newspapers enjoying a circulation of less than 25,000 copies.

In view of the fact that majority of Indian Press is in the smaller category and newspapers are published in several different languages, the advent of photocomposing, particularly Desk Top Publishing, has proved to be most beneficial.

The Fourth Revolution

Desk Top Publishing is regarded as "the fourth revolution in printing" after the invention of moveable type, the linecaster and phototypesetting. DTP is a set of electronic devices consisting of a computer, usually Apple McIntosh or IBM PC, a Keyboard, Laser Writer Printer and Page Maker DTP software, which when assembled at a desk is capable of performing

most such functions at an affordable cost and in a minimum period of time. A publisher's dream.

In the 'traditional' method of phototypesetting hot metal is almost forgotten now journalists or authors send their typed copy to the 'phototypesetter' where operators key-in the manuscript into the terminals coded according to required specifications. A dot matrix printer produces a proof which is read by proof readers and returned to the operator who recalls the story on his screen and gives commands to the phototypesetting machine which turns out bromides in a galley form. The manuscript now in the shape of galleys is trimmed and positioned by hand on a layout sheet which is known as camera-ready copy and processed into an offset printing plate. This rather elaborate and time-consuming process involves the use of photographic films and bromide paper which are expensive.

With DTP this entire process takes place electronically. A manuscript written with word-processing software can be merged into a DTP programme such as a Page Maker (software) converted into type faces and automatically adjusted for point size, leading (space between lines), kerning (spacing between letters), hyphenations and at the same time positioned in columns, captions and headlines—all within minutes. Similarly, charts, graphs and illustrations can be transferred from data bases, spread sheets and graphic programmes. Unlike phototypesetting DTP screens provide what is known as WYSIWYG (what-you-see-is-what-you-get) display showing actual typeface and size. The user can tell at a glance how changing a typeface or repositioning a chart will affect the way a page looks. DTP software is now available for setting most of the Indian scripts which can be merged on the screen for bilingual or multi-lingual publications.

Laser Printers

For final proofing Apple Laser Writer Printer provides a typeset quality printout on ordinary paper (phototypesetting machine requires photographic quality paper which needs processing in darkroom conditions). However, laser-writer images have a resolution of 300 dots per inch (dpi) which is far superior to most 'dot-matrix' computer printers but falls short of 1200 to 2000 dpi resolutions available from high quality phototypesetting machines. Laser printers with 600 dpi are already on the market but a vast majority of DTP users including newspapers find 300 dpi resolutions can take their DTP disc to a 'phototypesetting' house where they have the option of choosing from much wider range of typefaces or install their own typesetter. The desktop publishing world has grown so rapidly that pratically every type of sophistication is now catered for. The choice ranges between packages capable or producing an encyclopaedia and an in-house news-sheet. Desk Top Publishing is essentially a user friendly device for composing pages.

Without doubt the boom which the Indian newspaper is experiencing and the colour explosion evident in magazines and also in daily newspapers, would not have been possible with old technology of hot metal and letter-press printing. Indeed the revolution in print technology has equipped the newspaper industry to meet the challenge it faces from electronic media.

Women and Mass Media

Promilla Kalhan

A RECENT survey indicates that except for a small minority, women both urban and rural see films. Their exposure to this mass media is responsible for a step forward in modernisation. Village maidens riding bicycles to school, wearing clothes made of synthetic fabrics and older women using henna to give a glow to their hair are not restricted to villages in the proximity of towns and cities. Even in remote areas one can see items of make-up being sold in small shops. The attitudes of some of these women have also registered a change. Teenaged girls want to go to college and young married women welcome the family planning idea. It is different if the Primary Health Centres (PHCs) usually seem out of Stock of family planning aids and stocks take long to be replaced. Perhaps women attitude has changed faster than men. It is time now to spotlight attention on men and to impress upon them that a family consisting of sons large enough to be a cricket team is not necessary to till a small patch of land. Such families usually add to unemployment which has been increasing in the country.

The radio and television have exposed viewers to modern methods of cultivation. Women have begun to question traditional methods which make for low yields. They are becoming conscious of the benefits of fertilisers and using new methods of cultivation. This is happening in a bigger way in some areas, particularly where women participate in decision making than in others. A large percentage of rural women lend a hand in cultivation, informing as they do a major part of the land labour force. It is true that the more skilled jobs are taken by men and the harder, drudgery—filled ones are relegated to women. But without the women labour force little can be done. somebody has to do the weeding and to stand knee-deep in paddy fields. Tractors are increasing in number but they alone cannot bring in harvests.

Both the electronic and print media in recent years have high-lighted atrocities on women. Earlier when a woman was molested she kept her lips sealed to hide what she believed was her shame. Today one of the common subjects for theatre and cinema is the injustice of it all. How can a woman who has been sinned against by sheer brute force be categorised as one who has sinned? Yet that is what has been happening in the past. The subject of rape and gang rape arouse the consciousness of people and the victims consider it their duty to expose the culprits. This consciousness, has aroused various women's voluntary organisations to protest not

only against rape but other evils like seeking dowry, often resulting in what have come to be known as dowry deaths. The need for setting up appropriate shelters to house, even temporarily, victims of men's greed and lust has been emphasised time and again. Some action is now being taken. Not only shelters for battered women but there is also need for adding to the number of working women's hostels. New concepts are being thrown up on account of practical needs of women. Where are young widowed working women with one child or more to stay since not all working women are unmarried? One voluntary organisation, the Guild of Service is putting up women's hostels where there is also accommodation for their young. There is need for such hostels all over the country, a need voiced by the media as well as social welfare organisations.

Women have for long suffered due to discrimination and inequality. A man's marital status does not matter but a woman's does or did until recently. Thanks to the struggle of women's rights groups, the authorities no longer want to keep man and wife apart. As far as possible couples are posted in the same city. Contented workers are likely to deliver the goods better than discontented, frustrated ones always worried about their life-partners and children. This has meant a real change in bureaucratic attitudes.

Mobilisation of public opinion for women's rights and against many forms of women's oppression takes different forms—dissemination of information about women's needs takes the form of signature capaigns, demonstrations, street plays, poster exhibitions besides the media. Women's groups have been running non-commercial magazines in various regional languages. Out of media campaigns in support of women has come the demand for ending temple-prostitution, witch-hunting and other forms of violence against women. To fight this the need for free legal aid was voiced and is taking shape.

Women in urban areas have fairly well-established trade unions but in the agriculture sector in the rural part of the country, women labour force submits to the will of the zamindar who finds ways of avoiding giving equal pay for equal work. This he justifies by saying that women generally engaged in unskilled work are not trained to handle skilled jobs. The Perspective Plan for women prepared recently by the Department of Women Development in the Union Ministry of Human Resource has taken note of various spheres where women workers remain depressed due to lack of skill and lack of means to educate themselves.

Hundreds of women from rural areas who gathered in New Delhi in connection with a conference on women in Panchayati Raj provided facts which were eye-openers to the media. Some of the women panches complained that they were not even informed when panchayat meetings were

held. Others said that their suggestions were often overlooked. The conference got good media coverage the first step in desirable action being set in motion. What are the needs of women as highlighted by them? Their problems, they revealed, arose partly due to urbanisation, eating up their fields, so much so that even backyards reserved for the purpose of toilet had been built up. It is clear that state action follows media coverage of gaps that need to be filled. The women's Panchayati Raj Conference revealed that rural women are quite vocal and quite aware of the needs of the community. They voiced the need for more girls' schools—a common demand. In earlier days, soon after independence, women's welfare organisations were more concerned with holding seminars and passing resolutions. These did serve a purpose by making people aware of women's needs through media reportage. But today while Seminars and Conferences have increased in number there is another strategy adopted by some organisations. The strategy revolves around physical demonstration against unjust customs like dowry and Sati. There are processions galore and *dharnas*, besides *bundhs* which the media has to take note of. Helpful legislation has been enacted to fight some of the evil customs. But we are still a long way away from changing people's attitudes against social evils like giving an unequal status to widows and exploiting them. A neglected group is the children of prostitutes who live in brothels and grow up to enter the trade. Laws to fight such evils do exist but they have to be properly implemented. These are areas which the media must enter so that action follows. The Hindu Code Bill gave women the right to divorce. But divorced women find it hard going. Society does not always accept them. If they live alone, life is not easy particularly since they are looked upon with suspicion by some and an easy prey by others. A divorced male on the other hand is treated with sympathy and is as eligible as any bachelor.

Child marriages are by no means a thing of the past. Every Year on a certain day hundreds if not thousands of boys and girls not more than ten or twelve years old are betrothed in large groups in Rajasthan and elsewhere. Since widow remarriage is against custom in some areas of Rajasthan and elsewhere in the country, the tragedy of child widows results in lifelong misery. They are relegated to the kitchen and also exploited by male members of the family. They are driven out and go to temple complexes, there again to be exploited. A visit to the temples of Mathura can be revealing. Their heads shaved the widows dressed in meagre white sarees sit in rows like so many hungry birds. The charitable hand them a few coins. But the lustful, like vultures, want their pound of flesh in return. Many of the Mathura widows are from Bengal. Rajasthan, another state treats widows in a similar manner. Some prefer to jump into their husbands' funeral pyres than living a life of degradation. War widows are somewhat better off. Because the Government gives them pensions, their families in most cases welcome them. Remarriage with a brother-in-law is also possible. These marriages are organised in groups by the War Widows Association. Most of them turn

out to be sucessful. A women's economic situation therefore is very much responsible for her future life. For the rest, homes for women in distress are a real need.

Free legal aid should be spread all over the country and be more easily accessible to people than at present.

The Nairobi conference on the UN decade for women (1985) summed up the situation with regard to women in developing countries, in the following manner : "The last years of the decade have witnessed a deterioration of the general economic situation in the developing countries. The financial, economic and social crisis of the developing world has worsened the situation of large sectors of the population, especially women. In particular the decline in economic activity is having a negative impact on an already unbalanced distribution of income as well as on the high levels of unemployment, which affect women more than men."

The effective participation of women in development has also been impeded by the difficult international economic situation, the debt crisis, poverty, continued population growth, rising divorce rates, increasing migration and the growing incidence of female headed households.

The portryal of women in mass media has undergone some change in India in recent years whereby they are portrayed in a more positive light than hitherto. Portrayals of women as sex objects in ads also deserve attention. Doordarshan has fortunately already done something about it. Women are now being associated more closely with review bodies connected with mass media. Text books and other teaching materials should be continuously evaluated, updated and where necessary redesigned and rewritten to ensure that they reflect a positive and dynamic image of women. This process has been started by NCERT and needs to be speeded up.

Role of Media in Creating Environmental Awareness

V. S. Gupta

ENVIRONMENTAL degradation and its consequences air-and water pollution, the disappearing forests, desertification, poor land management, choking of coastal areas in oil, sewage and industrial wastes have become one of the central concerns of our times. The gravity of the situation is such that protection of environment has assumed high priority alongwith important issues as population explosion and poverty alleviation programmes. Since protection of environment cannot be the responsibility of government alone, the non-governmental organisations (NGOS), voluntary bodies and mass media have a significant contribution to make in creating environmental awareness.

The media in India has been highlighting the conservation and environmental issues over the years, ever since the world community took note of the environmental situation at the United Nations Conference on Human Environment held at Stockholm in 1972. The media has frequently focussed attention on various aspects of environmental degradation and also articulated the fears and anxieties of the people. It has been spearheading a debate on broad issues of public policy regarding Development and Environment. The media has also highlighted some of the remarkable initiatives taken by the people in conserving precious heritage of the country. It would be relevant to recapitulate the more notable success stories of media in creating environmental awareness.

Threat posed to the world famous historical monument—the Taj, as a result of location of the petroleum refinery at Mathura, a distance of 40 Kms was one of the first issues taken up by the Media which actually led to concrete action at the governmental and international levels. The interest created due to the projection of the issue in the press and the consequential support to the cause by several institutions and learned societies including the Indian Heritage Society, the Bombay Natural History Society and the Archaeological Society of India, persuaded the government to take remedial action, by closing down the two thermal plants at Agra and shifting small scale industries from their present location.

The *Chipko* Movement, literally meaning hug the trees, a major Environmental Protection Movement in the country, which also received sustained media attention in the country is the world's most well known grassroots eco-development movement. The movement was born one morning in March 1973 in the remote hill town of Gopeshwar in Chamoli District in

Uttar Pradesh. On the fateful day representatives from a sports goods factory situated in Allahabad reached Gopeshwar to cut 10 ash trees near the village Mandal. The villagers courteously told them not to do so but when the contractors persisted, they hit upon the idea of hugging the ear-marked trees. The next day the sports goods manufacturers had to return empty-handed.

The *Chipko* movement reached its climax in 1974 when the women of village Reni, some 65 km from Joshimath, got involved in a dramatic way. One day when their men were away in Joshimath protesting against the auction of a forest neighbouring Reni, the contractor arrived at the village to begin felling, taking this as an opportune moment. Undaunted by the number of men or their axes, the women of Reni, led by Gaura Devi (recognised later on by a national award or Vriksha Mitra, friend of trees in 1986) an illiterate women of 50, barred the path to the forest which went through the village. As the women stood there, they sang; "This forest is our mother's home, and we will protect it with all our might". As a result of these efforts *Chipko* activists have attracted the attention of environmentalists, Gandhians, various people interested in the process of social change and the media personnel throughout the world.

The non-violent, action-oriented *Chipko* movement has greatly helped to unite the people and focus attention on the mismanagement of forest resources. It's Gandhian character has brought it considerable sympathy. The real strength of the movement are the women of the region. Women acting entirely on their own, rose up on the spur of the moment. In most of the cases the protest was against their own cash-hungry men, who could not care less if the forest was destroyed while their women had to walk for many more miles to collect their daily load of fuel and fodder. The media has played a notable part in carrying forward the message inherent in the movement, which basically is the movement for protecting the environment. Today *Chipko* has become an important word in the lexicon of environmentalists the world over.

The Press Institute of India, several years ago, joined hands with the United Nations Environment Programme (UNEP) and launched a project of commissioning and circulating articles amongst newspapers and magazines on environmental problems. One of the important aspects of this project has been translating such articles not only in the Indian languages but also in Nepali for newspapers in Nepal as also for regional newspapers. Some of the themes selected were: Resistance to pesticides, noise pollution, water-borne diseases and tourism and pollution. The burden of some of these articles was how in the late sixties, underdeveloped countries became willing dumping grounds for multi-national pesticides, when it was discovered in affluent countries that chemical killers were not an unmixed blessing for mankind.

The media has also drawn attention to the danger to life from foul environmental conditions, as in the Chembur belt of Bombay; or the degradation of living conditions because of foul water and air, results of industry effluents dumped irresponsibly everywhere. Over the years several newspapers and magazines have started regular columns on subjects like Environment, Ecology, Wild Life, Conservation and Pollution, etc. A popular English fortnightly news magazine from Delhi has been regularly and conspicuously highlighting the environmental issues in its columns. In one of its issues it carried a detailed investigation as to how the popular small hill resorts of Mahablaeshwar and Panchgan near Bombay were losing their basic character and ecological balance because of the construction boom let loose upon the area by builders and promoters of housing schemes.

Likewise one of its special features, Deforestation : An Environmental Holocaust, details through photographs, maps and drawings, the savage ecological havoc brought about due to reckless deforestation, putting at stake the very survival and continuity of the country's agricultural livelihood (August 15, 1986). The press has also been performing a watch dog function in monitoring the progress of several high budget ambitious plans launched by the Government of India during the Seventh Five Year Plan, such as the Ganga Action Plan. The river Ganga, symbol of India's culture, the source and inspiration for its legend and poetry, is today one of the most polluted rivers of the country. The press has come out with several incisive reports on the progress made by several projects estimated to cost more than US $ 4.00 million during the Seventh Plan period. Similarly other projects on reclamation of wastelands and afforestation; are being frequently documented for public scrutiny.

The press, in focussing attention on the role of voluntary agencies, activists groups and public spirited individuals in the hundred-day-long save the Western Ghats march which concluded in February 1988 has once again brought into sharp focus the perilous state of one of the most important ecosystems of the country. The marchers, represented 150 environmental groups from six states, which have the 1600 Km long western Ghats system. This remarkable initiative, which reminds one of the earlier *Chipko* movement, has been extensively reported in the national and the regional press. This single initiative, has once again highlighted the magnitude of mismanagement and unchecked degradation of our ecosystem, and promises to develop into a unique conservationist movement in the country. In the task of creating environmental awareness the regional press has certainly performed a woman's job. Since the regional press is in close contact with the grass roots and reflects the common concerns of the people, it has dealt with the problem of environmental degradation with deeper insight.

Electronic Media

Doordarshan has made valuable contribution in creating environmental awareness. It has produced and projected a large number of programmes to educate viewers about challenges of environmental protection. The two well known documentaries—David Attenborough's *Our Living Planet and Survival* provided rich information on nature, wild life and eco-system as a whole. One of the serials in Hindi *Rakshak*, sponsored by a leading Indian business house, pointed out graphically and in detail the threat posed to the beautiful *Dal Lake* in Srinagar. Another important project is the teleserial on environmental issues—*Virasat* : produced by the Indian National Trust for Art and Cultural Heritage (INTACH), to promote awareness of the importance of conserving our inheritance in terms of nature and culture. The serial is a pointer to the number of complex problems that film makers and programme producer on environment have to contend with. Since the programme failed to interest commercial sponsors—who find the audience for environment films much smaller than entertainment serials—it had to turn to Doordarshan to pay for the series. These programmes, mostly on ecology, deforestation and conservation in rural areas, should have been dubbed in Hindi and major regional languages, so that they could have been telecast in regional slots from local centres. It is inexplicable as to how the media could serve the purpose of promoting environmental awareness if such programmes are confined only to English knowing audience, who are in any case, better informed, due to their educational background and broader exposure to mass media, than the rural folk. In this programme of creating environmental awareness the Government of India has been playing a key role. Taking note of the serious situation as a result of the havoc caused due to deforestation and pollution, the Government of India, in its Twenty Point Programme 1986, earmarked three subjects out of twenty for matters concerning clean drinking water, new strategy for forestry and the protection for environment. The Point No. 17 concerning 'Protection of Environment' says :

> We shall :
>
> Enhance public awareness of the dangers of environmental degradation; Mobilise popular support for environmental protection;
>
> Promote recognition that enduring development demands preservation of the ecoloy;
>
> Ensure judicious site selection for projects and proper choicè of technology.

The legislation passed by the Central Government in 1986, Environmental Protection Act, 1986 is an indication of Government's serious concern about checking environmental disaster due to industrial pollution. It is

partly because of the increasing appreciation of environmental issues on the part of the government, decision makers and planners, and at the same time rapid depletion of natural resources that the media is increasingly highlighting newly emerging subjects like Greenhouse Effect, Ecosystems and web of life, and now of course O Zone and the atmospheric zone layer which is the subject of Montreal Protocol aiming at the production of chlorofluro-carbons (CFCs).

Environmental factors have begun to play an increasingly important role in world development. As has been pointed out by the UNEP Executive Director Dr. Mostafa Kamala Toba, in the recent publication, Sustainable Development: Constraints and opportunities, "We have made rapid headway among the decision makers who work in government, the UN agencies and the development assistance agencies. Few, if any, in those cabals would put a contrary case that development which takes no account of the environment is worth pursuing".

In India, the Centre for Science and Environment in New Delhi (CSE) has been a front ranking organisation, actively involved in training programmes, lectures, publications etc. since 1981. The Centre, under the leadership of its Director, Anil Aggarwal, at present consultant to the planning Commission on matters of development and environment, has brought out two citizens reports on state of India's environment. That twenty lakh copies of the two reports were sold out, is a testimony as much to the concern shown by the policy makers, planners and the enlightened citizens, as much to the monumental effort which had gone into presenting such a kind of work for the first time in the country. The Centre has now developed one of the best libraries on environment in the country and enjoys high standing as an NGO with several United Nations agencies and the international organisations.

The media practitioners in the Asian countries have taken a notable initiative by forming the Asian Forum of Environmental Journalists (AFEJ), established in January 1988 at the Regional Conference on Media and Environment in Asia held at Bangkok. The AFEJ which serves to coordinate the efforts of national forums of environmental journalists in the Asian countries, would organize regional training workshops on environmental reporting and bring out newsclipping service, newsletter, etc; apart from instituting awards for excellence in environmental reporting. Such an initiative has come about not a day too soon.

The need of the hour is a continuing dialogue between the media practitioners, policy planners and the grass root agencies so that environmental protection measures really get translated into concrete results.

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Mass Media and Family Planning

Sripati Rao

THE SUCCESS of Family Welfare Programme depends primarily upon the voluntary and widespread acceptance of the concept of small families and well-spaced, properly timed births. Information and mass education activities, therefore form an important component of the Programme.

The Media activities for family welfare are carried out by respective Mass Education and Media set-ups created in the States and Union Territories and the Media Units of the Ministry of Information and Broadcasting. These activities are coordinated and monitored by the Mass Education and Media Division at the Centre which also prepares proto-types in various media, formulates policies and provides guidelines and support for the operationalisation of the total media endeavour in the country to promote family welfare and popularise the small family norm.

Early Period

These activities occupied a secondary place in the family planning programme during the first two Five Year Plans, when the approach was mainly clinical and not much attention was given to education and motivation. Efforts were, no doubt, made here and there to spread information about the programme and to promote contraception. Almost all media was utilised. Publicity set-ups, wherever these existed, were called upon to accept family planning as one more subject to be promoted, but in the absence of a proper mass education and media structure at the headquarters of the Government in the Central Ministry of Health, there was hardly any guidance available to them. There was virtually no coordination.

In 1962-63 this big lacuna in the programme was recognised. Greater funds were allocated for motivational work. It was in the III Plan (1961—1966) that there was a shift from clinical orientation to an extension approach which emphasised the involvement of opinion leaders in the community and the provision of information to every eligible couple about the availability of contraceptive methods and their provision in a socially and psychologically acceptable manner. A little later, in the Ministry of Health at the Centre, the first large scale mass education media organisation in the area of family planning communication came into being as an integral part of the new Department. In 1967-68 an MEM Division was established in the Department of Family Welfare. Simultaneously similar outfits, on appropriate scales, were established in the States down to the district level. At the block level (a development block in India consists of approximately

10 villages and has a population of about 80,000 to 100,000), extension educators were provided for a to-and fro communication. The organisation has gained considerable strength over the Years.

Along with the establishment of the media and extension organisation in the Department of Family Planning at the Centre and their counterparts in the States, staff and other inputs were provided to the media units of the Central Ministry of Information and Broadcasting for the exclusive purpose of promoting family planning amongst the people. These inputs included 36 family planning extension units in the All India Radio network, six family planning exhibition units in the Directorate of Advertising and Visual Publicity. 30 Field Publicity Units in the Directorate of Field Publicity (this organisation tries to reach the people through all media, particularly films) and six large units. The Press Information Bureau and the Photo Division were strengthened suitably. The understanding with the Ministry of Information and Broadcasting was that while the new family planning units given to them would promote family planning exclusively, other units (their number runs into hundreds) under their control would also take up family planning motivational work throughout India as part of their normal functions. This way efforts were made to carry forward the family planning programme in a systematic and coordinated manner both through the agencies of the Centre and State Governments.

With the establishment of MEM set-up, the momentum for family planning acceptance was set in motion. The Red Triangle, symbol of India's Family Planning Programme, which has by now acquired a world-wide fame and identification with family planning concept made its debut in the country in 1966-67. It was splashed all over—from mud walls in villages to telephone and telegraph poles in towns and cities. The accelerated activities were marred during 1975-76 by excesses in certain states which gave the family planning programme a serious set back. Subsequent programme strategies attempted to redress the situation by renaming the Programme as Family Welfare incorporating and focussing on the care of the mother and child vis-a-vis earlier demographic push.

Media Evaluative Studies

Several studies were carried out in and around 1985 to evaluate the reach and effectiveness of the media and communication efforts made over three decades. These highlighted that while the media efforts had brought about an almost universal awareness of family planning as also of the red triangle, the pace of acceptance lagged considerably behind awareness levels. More important still was the gap between positive attitude to Family Planning and its acceptance. The programme was found to be synonymous with sterilisation; knowledge of spacing methods was observed to be poor; misconceptions and inhibitions regarding various methods of contraception,

particularly male sterilisation; significant son preference to the extent of an obssession for at least one son if not two, in a preferred family size of three or four, including one daughter, was noted. Poor access to most mass media channels and even more critically the outreach of the programme functionaries in making contacts with the community to be served emerged as serious lacunae in the communication efforts. The single minded promotion of family planning, in pursuit of targets was also recognised to be an alienating factor. The need to review and completely rework the communication package, in particular, attempting to enlarge the knowledge base of various methods and remove fears and misconceptions was noted as the key need. Alongside, it was recognised that the use pattern of different media would have to be reformulated to give a far heavier emphasis on inter-personal channels.

A New Thrust

In 1986 an effort was made to strengthen the media and communication set up through the induction of an advisor. In 1987, the MEM Division has also provided with a Director. Consequently a number of important shifts in the communications approach have been effected in the current Plan to increase the outreach and impact of the family welfare messages and a substantial quantity of media materials including films and video was developed to reformulate the media package.

The National Health Policy aims at persuading 60% of the eligible couples to adopt one or the other methods of family planning by the year 2000 AD. Further, the ranks of those in the reproductive age groups will substantially increase in the coming decade and a half. Efforts, therefore, were stepped up to accelerate the pace of acceptance and adoption. With this end in view, a revised strategy was formulated in the year 1986-87.

Revised Media Strategy

The revised strategy of family welfare is not confined to matters related to health and family welfare but encompasses areas beyond family planning such as, child survival, women's status and employment, literacy and education socio-economic development, including linkages with the anti-poverty programme. The Mass Education and Media activities accordingly have been given a multi-dimensional and an integrated thrust.

Communication Guidelines

The framework of the new communication guidelines primarily centres round the country's commitment to achieve the twin goals of 'Health for All' and 'Net Reproduction Rate of Unity' by the year 2000 AD. It recognises that these two goals are intimately connected with the improvement of the condition of women and children and the Family at large.

Under the strategy, the communication objectives formulated are:-

(1) To create a climate for values that promote responsible parenthood;

(2) To accelerate the adoption of contraceptive practices spacing and terminal through creation of a more specific information base on range of choices, benefits and side-effects so as to enable rational, informed decision making;

(3) To promote increase in the age of marriage, particularly in the State of UP, Bihar, Madhyra Pradesh, Rajasthan and Andhra Pradesh;

(4) To promote the status of women with a view to empower women as full partners and decision makers in the family and community and to neutralise the preference for a male child;

(5) To highlight male responsibility and increase male participation in family planning;

(6) To contribute to improved child survival through promotion of immunisation, ORT and other child development service, but most particularly through child timing and child spacing to ensure safer births;

(7) To contribute to improvements in women's reproductive health by increased acceptance of ante-natal services, deliveries through trained personnel and telescoping of fertility as far as possible into women's twenties;

(8) To create a widespread information base promoting primary health care, particularly MCH and family welfare, through self reliance and greater utilisation of existing services and facilities;

(9) To promote the two-child norm, particularly to the younger age groups as a personal and national ideal, inter-alia, creating an understanding of the linkages between expanding population and declining environment/ecology and other finite resources and;

(10) To bring about a synergy of mass media and interpersonal channels through a careful synchronisation of messages and a back-up and reinforcement through the mass media.

With a view to making the needed impact, these campaigns have been tailored for specific target audiences focussing on those living in rural areas and under slums, the primary target groups being those that are illiterate, semi-literate and people below the income level of Rs. 500 p.m. The target audience are being segmented to cover young unmarried persons, married couples, community leaders and elders, including mother-in-law.

A Fresh Look

Thus to incorporate the messages spelt out in the revised strategy and guidelines, certain major changes were brought about from mid 1986 onwards in the communication approach which comprised of :

(1) Broadening the contents of family welfare messages from a macro demographic stereotype and narrow emphasis on sterilisation to a life cycle approach, promoting population education for the young, right age of marriage, safe motherhood, spacing, imunisation and child care, with a stress on women's status to neutralise son preference, and male responsibility to promote sharing of the contraceptive burden;

(2) Building a rational information base through detailed and direct media materials on reproductive processes, responsible sexuality and the range of contraceptive methods available for sequential adoption according to individual choice;

(3) Creating synergy of multi-media campaigns on the above 7 themes through provision of : 12 video programmes, 72 FW and Health spots in regional languages to Doordarshan, release of two cycles of 28 film quickies in all cinema theatres in the country, supply of 2748 radio spots to AIR and 18,138 prints of nearly 56 films to Field Publicity and District AV Vans, 100 lakh pieces of FW printed materials, including 21 posters, 12 folders and one collapsible exhibition stand with 30 posters kit dealing with population issues for educating opinion leaders, legislators, etc. (2 more kits for the lay community are on the anvil).

Furthermore, moving from paid publicity and patronage to mobilisation of other sectors as a social responsibility, with Government media leading the way through :

(*i*) Allocation of 2 minutes free prime time on TV for family welfare and 1 minute for health ;

(*ii*) Two minutes on each transmission of every primary channel on radio;

(*iii*) Free messages on close circuit TV and public address systems and 90% concession on hoardings at all railway stations;

(*iv*) Free display of posters in Post Offices and issue of 50 paise and 35 paise stamps on small family norm;

(*v*) Mobilisation of administrative support for free outdoor publicity on a large scale in Delhi and States, provided the designs and guidance to promote similar multi-media free publicity thrusts.

Karnataka, Andhra Pradesh, Gujarat, Goa, Madhya Pradesh, Bihar and Maharashtra have since involved various agencies in free display. The thrust is being vigorously pursued with all States;

(*vi*) Motivating sections of the press to focus on the family welfare theme and provide free space for award winning entries. Detailed guidelines for space for the revised communication approach were developed and shared in a series of meetings at national and regional levels with States 'Health and Media' personnel, key media personnel of I&B media units as also a number of NGO's and well-known communication personalities and script writers to build a common understanding and local specific sensitivities to the new approaches.

Leading communication institutions such as Indian Space Research Organisation's Development and Educational Communication Unit, National Institute of Design and a number of organisations such as Voluntary Health Association of India, NFDC, ETTDC, have been activated and supported to work on developing and further disseminating on their own needed video and film materials.

New initiatives in media activities taken up in States :

(1) *IEC Training Programme in* 4 *States* : A project for Rs. 7.8 crores was taken up in 1987-88 for implementation in 68 districts of the 4 critical Northern States of which 12 have been taken up under Phase I. This project aims at making the visits of the health workers regular and predictable on a fixed day schedule, enhancing the quality of interpersonal communication and skill development through regular in-service training and continuous education of all health personnel from district to the para-medicals, further providing for mobility of health workers for increasing their out-reach. Through restructuring of the work pattern and reorientation of the training towards problem skills and for mobilising community support, the extension channels are being energised to demonstrate a synergetic carrying of the multi-media campaigns to the doorsteps in addition to the mass media;

(2) Equipping 25% of the primary health centres with public address system, tape recorders and slide projectors for enhancing the communication capability of the extension educators. Another 36% will be covered during 1989-90. Software for AV slides and sharing of recorded programmes of AIR on cassettes for field use has been organised with Films Division and AIR support. Training for developing skills of state and district media personnel to develop and utilise such programmes is scheduled for 1989-90;

(3) In 4 States, it is programmed to provide 600 community TV sets during the year 1989-90 for an outlay of Rs. 125 lakhs. Under the World Bank Scheme 1523 TV sets are being installed in 14 districts of UP ;

(4) Utilising the opportunity provided through the massive employment programmes in the drought stricken states. States were requested to organise special DTCs at work sites to reach congregations of the poorest groups with family welfare and health messages.

Media Units of Ministry of I&B

The progress made by various media units of the Ministry of I&B for promoting family welfare during 1988-89 is detailed as under :

Doordarshan : The number of programmes telecast by the Doordarshan Kendras during 1988-89 was 3493 which represents an increase of more than 184 per cent over the average number of programmes telecast in the year 1986-87, and nearly 93 per cent over the year 1987-88. Telecast of one-minute family welfare TV spots at around 9.C0 PM on the National Network and around 7.30 PM on the low-power transmission network continue during the year. Telecast of health spots at around 7.00 PM on the low-power transmitter network was also taken up. Intensive monitoring to systematise this agreement is being done.

A project to develop expertise for Health Communication for Children for the making of television programmes was organised with the Development and Educational Communication Unit of Indian Space Research Organisation, Ahmedabad, in November, 1988. A series of workshops was held resulting in the development of a set of briefs and video programmes besides training and sensitising a number of producers from the SIET Doordarshan Kendras and outside communicators. The programmes produced at these workshops have also been telecast.

Detailed briefing sessions were held with Doordarshan programme personnel with a view to ensuring that the treatment of the subjects and messages were in accordance with the need of the overall health and family welfare programmes. A two-day workshop was also organised for these Doordarshan personnel at Calcutta in July 1988.

All India Radio : Efforts were made to streamline and step up the support through the medium of Radio which has the widest reach. The number of programmes on family planning during the year 1987-88 recorded an increase of nearly 29 percent over 1986-87. The number of programmes promoting family welfare broadcast during 1988-89 was about 1,00,402. In addition, two minute's time has been allocated free for broadcast of family welfare messages every day in each transmission of every primary channel of All India Radio. New proformas for reporting have been designed to capture some of the qualitative dimensions such as content of field based programmes, language and dialect, male/female participation and use of message/jingles.

Films Division : The second cycle of the release of 31 family welfare quickies in 12 regional languages i.e. 372 quickies was taken up from November 25, 1988 and two quickies are now being released in every cinema theatre, every week.

Prints of the family welfare films are being prepared/distributed for screening by over one thousand 16mm and Super 8mm film projectors functioning under the family welfare programme. In the year 1988-89 around 16,758 prints had been supplied. These projectors are used for showing films in rural and semi-rural areas. Upto the end of 1988-89 the Films Division completed 5 family welfare films and another 20 films and 11 video films are under various stages of production.

A series of 4 animation films 'Badte Kadam', showing the growth of the child from conception to maturity and explaining the reproductive physiology, highlighting why no pregnancy must occur before 18, has been produced through National Institute of Design, Ahmedabad. Prints of these films are being supplied to all field units.

Field Publicity : The Directorate of Field Publicity with a network of 257 field units spread across the country and operating at the grassroots level has a pivotal role to play in the family welfare communication. These field units are supervised by 22 regional offces. About 80% of their programmes are directed towards rural, semi-urban and backward areas. Thirty of these field units are funded out of Family Welfare Budget. These units were re-deployed in 25 identified high fertility districts of the lagging states to help revitalise the family Welfare Programme. New detailed guidelines were issued by the Headquarters to all units to reconstruct the publicity approach. State/regional level meetings were held, particularly in the Hindi belt to reorient field personnel and bring about necessary coordination between the Ministry of I&B's Field Publicity and Song and Drama Units and the State Government's Health & Media infrastructure. However, the entire network accords priority to the Family Welfare theme.

The Field Publicity Units held film shows, song and drama programmes, photo exhibitions and organised oral communications in the year 1987-88. They are estimated to have covered an audience of over 4.8 crores. In the first eleven months of 1988-89, 50,302 filmshows, 9,811 song and drama programmes 2,188 specific programmes, 44,263 oral communications and 28,164 photo exhibitions were organised.

Song and Drama Division: The Song and Drama Division through song and drama programmes takes the family welfare message to the people using the local, folk and traditional media. During the year 1988-89, special performances were organised in 25 selected high fertility districts of the country. About 2,75,001 performances were organised in the eleven months of 1988-89.

Directorate of Advertising and Visual Publicity : The family welfare publicity was continued and further intensified substantially through the Directorate of Advertising and Visual Publicity (DAVP). It released 18 advertisements and produced 8 folders/booklets and 19 posters. DAVP also organised 85 exhibitions from April '88 to February '89. It arranged to get nearly 72 crore match boxes printed with message on terminal and spacing methods.

One thousand portable exhibition stand are being produced by DAVP for supply to the States and the field publicity units along with a set of 30 posters especially prepared for the exhibition entitled 'Turning Point'. Exhibition sets on MCH and Malaria are in pipeline.

Press Information Bureau : The Press Information Bureau continued to arrange extensive publicity for the family welfare programmes by organising multi-media coverage with special focus on press publicity during the year. Regional/Branch Offices of PIB also lent a helping hand in press briefings about the programme for coverage in regional language. A number of articles in Hindi, English and other languages were released. Press parties were organised to take journalists to the field to enable them to give a first hand account of the programme activities.

Mass Mailing Unit of MEM Division: The Mass Mailing Unit is an important component of the Media setup of the Centre for carrying on mass education and media activities. Its primary objective is to forge links with specific audience groups through print materials on family welfare for their information, education and motivation. The secondary objective is to convert these audience groups as change agents to adopt and promote small family norm. The unit comprises Editorial, Art & Design, Printing and Distribution Wings. The Unit publishes books, booklets, folders on various aspects of family planning including two monthly journals, 'Centre Calling' in English and 'Hamara Ghar' in Hindi.

Despatched during the single year 1988-89 over 51 lakh pieces of printed materials to all States. Over the last two years, 91 lakh of pieces of printed material has been despatched.

A direct mail scheme was started to back up the TV and print communication campaigns. Over 30,000 letters were received and mailed information material.

The existing printing press has been upgraded and modernised with the latest machinery and equipment with an assistance from the UNFPA to the tune of Rs. 80/- lakhs. Five States have also been assisted with Rs. 125 lakhs for upgrading their printing presses.

Construction of the MOHFW Pavilion at Pragati Maidan has been completed and activities with a major multi-media exhibition each year during the International Trade Fair period drawing an average of 10-15 thousand visitors daily over the exhibition duration. In November, 1988 a special project was undertaken in collaboration with WHO, UNFPA and UNICEF to put up a multi-media exhibition on the theme of Safe Motherhood and Child Survival with a play by a leading playwright. The pavilion was again activated for the Agriculture Fair and is now proposed to be further activated for training of State Media Personnel.

Population Education: In order to internalise desirable population values in the behaviour of younger generation and to develop favourable attitudes towards the observance of small family norms, intensive work in the field of Population Education was continued under the three projects in Educational Sector, to ensure that communication and content of materials developed were brought in lines with broader approach and to improve implementation.

Population Education in Schools

———Two modules for the massive training of the teachers developed on Population Education by NCERT.

———Minimum core-curriculum contents identified for inclusion in revised text books.

———A compendium of lessons of Population Education developed in the form of prototypes.

———State Population Education Cells intensified their activities in the field of curriculum development, training of teachers and development of education material, including revision of text books.

———An independent agency identified, research design and tools developed for impact evaluation of the project.

Population Education in Adult Education

———State Resource Centres in States organised orientation training of adult education funtionaries—Project Officers, Adult Education Supervisors and Adult Literacy Teachers.

———Teaching-Learning materials in the form of guide books, charts, posters, video materials developed for use both in training and adult literacy classes.

———Preparation of a kit on Population Education for Adult Literacy Programme undertaken to cover package of messages.

———Project budget revised to provide for enough kits to be made available to each adult education centre in the country in current year.

Population Education in Higher Education

———The 12 Population Education Resource Centre located in 12 universities in different parts of the country stepped up their activities in the areas of curriculum preparation and training, development of teaching learning materials.

———Studies given practical training to enlist community involvement and participation in Health and Population Education Programmes through more than 13,00 population Education Clubs Functionaries in colleges and Universities.

———Research studies undertaken by Resource Centres on various aspects of population education.

Project for institutionalising Population Education in vocational training through industrial training institutions and apprenticeship training scheme launched in July, 1988. Textual materials have been finalised and teaching aids identified. The first orientation training course for State Project Coordinaters had been planned.

This project seeks to integrate Population Education through teaching of Social Studies in the normal curricula of vocational training scheme. About 4.5 lakh of young persons in the age group of 15-25 will receive the message of small family norm, as also other health information every year as an on-going basis.

Integration of Population and Family Welfare issues into the training, curricula and syllabus of ICDS workers and cooperative training institutions worked out in specific detail modules prepared with NIHFW for guiding incorporation efforts of all training institutions, Government and non-Government.

Television : Challenges and Responsibilities

P. N. Malhan

TELEVISION TODAY is the giant among the mass media, a marvelous colourful but sophisticated communication channel of dazzling scale, speed and impact. Its colour, human drama and action, music and sound effect lend to the medium a great potency and power of influencing the attitude of the people and enhancing their learning process, especially in the emerging countries where literacy and ethnic divide is wide.

Potentials and Apprehensions about TV

Seeing is believing, but TV is both visual and action. That attribute is considered as the main strength of the TV medium. Its power to demonstrate and portray the realities of life and news events quickly endow to it the quality unrivalled by any other news media. It can make any viewer see an event from a close quarter and be involved in it. That way viewers participate in outstanding international, national and regional episodes, events and happenings, ranging from elections, tournments, processions, riots and accidents to popular cultural, musical and dance festivals, teleconferences and modern exhibitions, otherwise beyond the range of an average viewer. The late Prime Minister Indira Gandhi's talk with Sqdn. Ldr. Rakesh Sharma in the space is one such example. More than any other media TV can also give a more graphic account of gruesome tragedies, social evils and political scandals. And when TV exposes, it unfolds the situation more convincingly and tellingly.

As an educational medium, TV is depicted as a learning institute without Walls. It has also a mechanism for increasing the effectiveness of the class, the library and even a research centre. PM's tele statements in international and national conferences, TV camera's focusing on panel discussions on current issues and feedback interviews make TV a primeval agenda setter of what people talk and think. By providing a forum principally through talks and interviews and ads. TV is creating politicians executives, scientists, educators and models new stars, affecting the life and mind styles of the people.

TV acts as a cultural activist too. Whether people watch Ramayan, Mahabharat or Bharat Ek Khoj serials or see the various cultural festivals about India, they get more impressionable idea of our country's basic values, traditions and cultural heritage. TV's softwares like quickies or spots on national integration and communal amity are unifying pulls of great significance.

With all the visual power, TV is still viewed by authorities differently, from a magic box to an idiot box, depending on how it is used and how good are its programmes. Socially, TV is reckoned by a few Western experts to be a liquidiser, shrinking the traditional process of socialisation. On the other hand, they find that TV has become a new family magnet drawing to itself the aged and the urchins, the adolescents and the adults, the master and the servant. Some researchers deplore that TV is also making a dent into the book or reading culture and yet others call it a new home master. Despite these social aberrations, which are controllable because of the viewer's discretion to switch off, TV has become a great medium of general awareness and extension and open university education. Today the small screen exposes to the millions of viewers the mysteries of universe, the ecology and wild life and the understanding about the people and the lands of the world which otherwise is beyond the normal reach of the individual viewers.

Social impact of TV is recognised as ambivious. It is considered to be from being very good to dangerously negative, depending upon the social propensities of the viewers and their socio-economic backgrounds. According to various researchers who have gone into these problems the fault is not that of the medium but of what is telecast over it, that is of the programmes and films which depict titilating bluish situations or scenes of violence or horror.

In a few decades TV has increasingly become a popular advertising medium. The income from TV commercials in the West amounts to billions. In India too, the income from this source is touching a figure of Rs. 150 crores a year. Advertisers queue before TV organisations because they think that the medium can boost the sale of their products and services, which in certain cases are for the consumption of the well-to-dos or urban people. For that reason some critics hold that TV promotes vulgar consumerism in developing countries where the bulk of people live below the poverty line. Perhaps to some extent that is so but that applies equally to all the media carrying such ads. But the fact remains that if TV can push the demand and scale for the expensive goods and services of the advertisers, it offers a great scope for social marketing and social advertising. For the availability of creative and innovative formats and because of the strong emotionality and other human and communication pulls the medium can put in, TV's potential to sell socially desirable ideas or concepts and promote public utility campaigns on such themes is formidable. The success achieved in the West, Australia or India in this respect promises a great scope for social ads. The recent studies conducted about social TV spots by various researchers is greatly reassuring.

To this end, Doordarshan has sponsored a Council for Public Service Communication, a non-official body, which promotes the production of

quickies, short films and messages on subjects of public importance like national integration, environmental development, consumer awareness and drug menance. The cost of the production of the programmes is met by the advertisers through the Indian society of Advertisers. The creative inputs and technical supervision is done by the advertising agency, free of cost. A number of quickies have already been telecast under the logo of Lok Seva Sanchar Parishad. These include Torch Capsules; Freedom Gun; Gandhiji; Pushp Ki Abhilasha; Help the Municipality; Anti Drugs; Anti Burns; Anti Smoking; Conservation of Water; Ek Sur (One tune); National Anthem and Shradhanjali.

Supported by video, cable TV, quickies, short films, serials and spots as also its capacity for three-tiered service, TV has become a great activist in the development and regeneration of rural India. The recent extension and media popularity surveys maintain that TV's role in agricultural and rural development and social awareness is well recognised and now has all the potentiality as a communication input in the Panchayati Raj and Jawahar Rozgar Yojna and the like. In these schemes Doordarshan can play the role of an interactory channel as also of a change agent. However some apprehensions about the TV as a threat to other media have been expressed by some quarter. It is well known that at one stage of TV's evolution it was predicted that this audio visual technology might ease out other media from the field. Even newspapers had once such a nightmare. But today it has been shown that TV by throwing challenges to the other mass media had brought about counter revolutions in those communication arts. Rather than effecting them it has induced them to become more potent and effective. For instance, thanks to the media competition and the counter Desk Top and offset printing technologies, newspapers and magazines have today become more colourful, presentable and readable. By using new creative layout and typographical designs they now wear a bright look even in languages. Pictorial and feature journalism tight but crisp and racy reporting, captivating tabloid and Sunday newspapers, prying investigative coverages and well background, analytical and interpretive journalism of various formats have emerged.

In the context of new information age and especially what is emerging in the developing countries all media needs to be professionally and rolewise developed individually and their operation integrated and orchestrated for accelerating blitz public service campaigns and achieving quick and substantial results. In India, particularly the population control and family welfare and other grass root employment and media mix approach. And in a polyglot country like ours with a high level of illiteracy the support of TV communication for its pictorial vividness, ubiquity and immediacy is indisputable.

Small Screen Revolution in India

TV in India, though the concept was popularily said to be known since the time of Mahabharat and despite the fact that the press, the film and the radio had a debut much earlier, TV started humbly in the form of a Unesco Project on September 15, 1959 and even after starting as a regular service was primarily used as a medium of education, rural upliftment and community development, besides of course entertainment. It took more of a social twist when the SITE and the post-SITE Programmes were launched. It also assumed an Independent identity on April 1, 1976 and is known since then as Doordarshan.

Thereafter the expansion of TV was there but the small screen revolution really started in 1982, when the Asian Games were held in New Delhi. Successive waves of expansion and hardware innovation ensued as a result of that revolution, Doordarshan grew into one of the World's biggest television networks. By the end of 1988, its signals could reach three quarters of the country's population and half of its area. When all the Seventh Plan schemes are completed TV's sweep in India will extend through 423 transmitters of different power ratings to cover nearly 83% of the country's population and 62% of its area.

Meanwhile, Doordarshan had other spectacular revolutions. In 1982 it marked also the transition from balck and white to colour TV, a great turning point in the history of broadcasting. Beginning with the live coverage of the Independence Day celebration at the Red Fort, The D-Day for colour TV came when Doordarshan started covering the Ninth Asian Games over 40 transmiters. Equipped with four colour outdoor broadcasting (OB) Vans, 5 Black and White OB Vans and 20 Electronic News Gethering (ENG) Units and a number of other equipments, a team of 900 strong Doordarshan personnel drawn from all over the country produced many splendoured coverage of the spectacular events. This feat made the New colour TV technology which was a matter of great controversy before its introduction acceptable. Thereafter the colour telecasting made rapid strides in India. Another development of great boosting effect to broadcasting in India was the development of a multi-purpose INSAT Satellite system in the seventies. Apart from telecommunication and metereology, Doordarshan used this technology for starting its National Programme as also second channeling and three-tiered systems.

Started in 1982, the object of the National Programme is to portray various aspects of our multi faceted nation and to promote national goals and national integration, Boradcast for 155 minutes a day the National Programme includes a wide spectrum from news and current affairs to the performing arts and family welfare and other entertaining programmes including serials, quiz, documentaries and other film-based programmes.

To supplement the National Programme Doordarshan also enanciated the local service from the metropolitan towns of Delhi, Bombay, Calcutta and Madras by establishing the second channel transmission. This was considered necessary to provide emotional integration for people of different ethnic and religious belief living in these areas.

The erection of Pitampura transmitter complex on November 7, 1988 was yet another landmark in that direction. It expanded the range of Delhi Channel I to 140 kilometers and that of Channel II to 120 Kilometers. Consequently the population served by Channel I was increased to 139 lakhs and of the Channel II extended to adjoining parts of Haryana, Rajasthan and Uttar Pradesh. Similarly, the power of Channel II transmission at Bombay, Madras and Calcutta has been increased through micro transmission.

Eventually, Doordarshan aims to offer viewers a three tiered service and to support its national service by regional and local service to various areas. This development is possible by linking the Studio Centres through micro wave or satellite links to transmitters in the States concerned. In this respect satellite derived primary (regional) service has already been introduced in Maharashtra, Andhra Pradesh and Tamilnadu. In the states of West Bengal, Punjab and Kerala considerable progress has been made to distribute the regional service through microwave linkage. All these developments promise new openings for regional or local services and this will make Doordarshan a really national service for the viewers in India. This will also set at rest a feeling that regional interests are not being catered to by Doordarshan.

These hardware developments have thrown a challenge to the Doordarshan planners and programmers, who are required to feed the network with creative programmes. Failing to provide a properly designed pack of programmes Doordarshan can become a wasteland instead of a wonderland. To avoid this situation, Doordarshan has sought to improve its capabilities by starting a Central Production Centre at the Asian Village Complex in July 1988, which is equipped with two large studios, computer aided cameras, light control system, digital video effects and other production facilities. The centre can now undertake more ambitious productions such as long plays and serials, telefilms and TV documentaries, dance and music concerts and variety shows and programmes before invited audiences.

To ensure the quality of software programmes and make them interesting and need-based, Doordarshan planners now lay emphasis on advance planning, intensive research, involvement of creative persons, effective supervision and use of new formats and modern equipment as also on the evaluation of its programmes as an inbuilt process. At the same time, efforts are being made to associate outside producers and directors, besides forging forums for co-operative ventures with eminent foreign producers

and TV organisations. Other steps which have been taken to achieve better programming involvement includes the revision of rate structure for documentaries, of fees to participants as also of payment to the stringers for their contributions. These measures as also some earlier ones taken in this respect, now reflect in the improvement, variety and balance amongst the various items or programmes. For instance, the percentage of various items in a weekly transmission during 21 to 27 March 1988, taken as an example, reflected this trend from the point of view of social objectives. The itemwise percentage indicated that, 46% of total transmission timing was taken by development oriented programmes. 40% by arts and cultural items, 26% by informative constitutents and 21% by commercials and announcements. Format composition of the programmes during the same period also depicted a fairly good mix : 17% for spoken word programmes like discussions, talks and interviews, 16% for serials, plays and skits, 14% for news, 13% for feature films and other film-based programmes and 12% for music. The remaining pack consisted of 8% each of documentaries and commercials, highlights and slides, 7% of TV reports and quiz and recitation programmes, puppet shows and cartoon films, 3% of sports and 2% of dances. There had been in the past some apprehensions about the personal contribution made to this pack by Doordarshan itself. This is belied by the content analysis of the transmission log book of Delhi Doordarshan during May 1988 as an illustration. It was found as a result there of that out of the total transmission time, 58% was taken by the Doordarshan productions, 30% by other Indian sources, 8% by commercials and other miscellaneous sponsored-programmes and 6% by programmes emanating from foreign sources.

Some discussion about certain individual programmes would be equally relevant for the proper appreciation of the software aspects of Doordarshan. Let us take the news and current affairs programmes first. Here, as we all know Delhi Kendra is the focal point for news collection as also for trnsamission. At present this Kendra telecast five regular daily news bulletins including two in the morning transmission, two in the national programme and one on Delhi Channel 2. In addition, the Delhi Kendra broadcast two Parliamentary news bulletins, in Hindi and English on the national hookup when Parliament is in session. Elsewhere in the country 13 language bulletins are telecast daily from other Kendras.

Since news and current affairs constitute an important item of broadcasting programmes, Doordarshan has taken several steps to improve its coverage and make it more topical, up-to-date and visual. To this end, the mechanism for news collection has been substantially strengthened by the acreditation of Indian agencies who are asked to contribute to current affairs programmes. For foreign news, Doordarshan subscribes to Visnews and Asia Vision.

To improve the format and standard of newscasting Doordarshan

recruited 54 journalists on contract basis in 1988 as editors and correspondents and got them trained in the Film and TV Institute at Pune and then at the Central Production Centre in Delhi. It is hoped that these steps will shortly reflect in the professional improvements of the news service.

Rural programmes constitute another segment of Doordarshan's software programming which were found by some critics to be lacking dynamism and primacy of interest. With the commissioning of the Pitampura TV Tower in 1988, need-based programmes are now being telecast on Channel II from Delhi. Similar programmes are also telecast five days a week for 40 minutes each day in the regional language from Ranchi, Gorakhpur, Hyderabad, Cuttack and Rajkot. A substantial number of programmes of special interest to rural areas on agriculture, animal husbandry, rural health and sanitation, family welfare, rural industries, arts, crafts and domestic services are also telecast from different Kendras. These programmes are based on field recordings to help people identify better with them.

Telecasting of educational programmes which was considered to be one of the social objectives of Doordarshan, has also been boosted. Using INSAT-IB, educational programmes are now telecast between 9.00 a.m. and 12.45 p.m. on all school working days in Andhra Pradesh, Orissa, Maharashtra, Gujarat, Bihar and Uttar Pradesh, Educational programmes in Hindi are also relayed via INSAT-IB by all transmitters in Madhya Pradesh, Rajasthan, Haryana and Himachal Pradesh. At the same time, educational programmes for university students, coordinated by the University Grants Commission, continue to be telecast between 12.45 p.m. and 1.45 p.m. and repeated from 4.00 p.m. to 5.00 p.m.

Sports programmes which evoke great enthusiasm are telecast on the national hook up as also by the regional Kendras. To meet with popular demand the frequency and the duration of these programmes have been increased. Other regular sports programmes include quiz for 30 minutes once a month, weekly programmes of 20 minutes each in the regional sports events. At the same time, the World of Sports goes out for 90 minutes on every Sunday. Apart from these, sponsored serials on sports also go on air from time to time.

However the most popular sports programme are the live coverage of important international and national sporting fixtures. These programmes not only stimulate great interest but also creats sports awareness among the people.

To improve the techniques and quality of the coverage of the sports events, the technical staff have been put through training workshops especially on the latest electronic devices. The result has been improvement in the standard of coverages which has attracted increased demand

from foreign broadcasting organisation for sports coverage from India. These coverages have also received positive comments from the viewers of these countries.

Films and film-based programmes including Chitrahar and Chitramala, continue to draw large viewing. To sustain that interest Doordarshan has increased the frequency and duration of such programmes. Included in these programmes are the telecasting of the Hindi feature film on Sunday in the national programme, late-night movie of Friday, old classics on 3rd Saturday of the month, regional films on Sunday afternoon and English foreign language film on the first Saturday of the month. Besides the children programmes include the showing of a film on Saturday. Over and above these a song and dance sequence-based programme entitled Rangoli is telecast in Sunday's morning transmission. To ensure good quality of these films Doordarshan bases its selection on the grounds of their award credits, thematic value, cinematic treatment, entertainment contents, suitability for family viewing and the year of production. Films encouraging violence, crime, hooliganism, drinking, extremist activity, defamation of any caste, community or religion are rejected.

Good sponsored programmes add to the popularity of Doordarshan. Infact some of them like Ramayan, Mahabharat, Uttar Ramayan, Mirza Ghalib and Seoul Olympics etc. were a popular craze. To encourage the production of such programmes Doordarshan has launched a new scheme to enrol talented and experienced producers and directors. Another step which it has taken is to screen properly these serials before selecting them for telecasting.

Responsibilities and Future Prospect

For the special attributes of television, the scope of medium's further expansion or penetration in India is vast. Availability of cheaper receiving sets and electricity will enhance this possibility. Three tiered communication will make TV more relevant to people in different regions and areas in the country. More channels, longer transmission hours better colour pictures, more of VCRs, Cable TV and computers, greater utilisation of satellite in transmission, and improvement in teletex and scripting can make TV more potent and effective. But more or less of viewing and the extent of viewer's involvement will however depend upon the variety and quality of programming. For this reason various media committees have been laying stress on this aspect and several critics continue to harp on it.

The need of making the software more varied, interesting socially and culturally relevant, innovative in scripting formats and presentation however throws a great responsibility on the planners, producers and the

managers of the Doordarshan network. One can appreciate some constraints involved in the media being a government organisation. But it is maintained that even within that framework there is an adequate scope for variety, novelty, imagination, experimentation and creativity. In the past Doordarshan's functionaries had always risen to the occassion in meeting the challenges of various programming situations. Given reasonable functional autonomy, recognition incentives and adequate hardware and R&D support, it should be possible for the dedicated and qualified staff of Doordarshan to make TV a beehive of popular and creative programmes besides its being a coveted visual broadcast media of the country.

Media Organisations

CENTRAL GOVERNMENT

Central Government

ALL INDIA RADIO

ALL INDIA RADIO i.e. Akashvani is the prime channel for keeping the people, over the entire length and breadth of the country, informed of Government's policies, plans and programmes. Through a network of 94 broadcasting centres (as on 31-3-88), AIR contributes towards the promotion of the cultural richness and unity of the country and a sense of integration among the people, narrowing the gap in outlook between urban and rural life and between one linguistic ethnic group and the other. It also communicates through suitable programmes, information and skill on agriculture, health and craft to enable the farmers improve their lives and work.

As in the previous years, AIR mounted a number of programmes on national integration, communal harmony, maternal care and child care, welfare of women, family planning, public health and hygiene and performance of the public sector undertakings. Emphasis was laid on the various programmes launched by the Centre and State Governments in the implementation of the revised 20-Point Programmes. Drought was another subject to which AIR devoted considerable attention. AIR broadcast programmes to project the remedial measures taken by the Central/State Governments to tackle the drought and provide a stable public distribution system. Stations situated in coastal areas extended their transmission times during the days of floods and cyclones to give timely weather warning and information of the rehabilitation efforts and radio was the only source of information to the effected people.

Suitable informative programmes were arranged on 40th anniversary of India's Independence highlighting achievements in varoius socio-economic and technological fields like agriculture, energy, transport, education, health, irrigation and communication.

To mark the birth centenaries of Pt. Govind Ballabh Pant, Pt. Madan Mohan Malaviya, Shri K.M. Munshi and Shri Srinivasa Ramanujam, AIR mounted special programmes at the national and local levels. Political party broadcasts in connection with Assembly elctions of Haryana and Nagaland were arranged. The inauguration of the Festival of India in the Soviet Union was given live coverage in the national network. Similarly, the Festival of the USSR in India received extensive coverage.

On the international scene, CHOGM conference at Vancouver (Canada), The Prime Minister , Shri Rajiv Gandhi's visit to the USA, SAARC conference

at Kathmandu and the Festival of India in the USSR were extensively covered. AIR made live coverage of the programme of Shabad Kirtan from Nankana Saheb (Pakistan) on the occasion of Guru Nanak Dev's Jayanti. In pursuance of the decision of SAARC Council of Ministers, a SAARC Audio-Visual Exchange (SAVE) Committee was established. Signature tune for all SAARC programmes was contributed by AIR and is still being used.

Broadcasting Network

All India Radio's network consisted of six Radio Stations in 1947. Now there are 94 stations including three Vividh Bharati Commercial Centres, three Auxiliary Centres at Cuddapah, Jabalpur and Parbhani and two relay centres. Commercial centres are at Chandigarh, Kanpur and Vadodara. Relay centres are Alleppey and Ajmer. The programmes which are radiated from 174 transmitters, of which 135 are medium wave and cover 94.52 per cent of the population spread over 82.93 per cent area of the country. All Stations of AIR are equipped with regular 5-Channel receive terminals to obtain Radio Network Programmes originated at Delhi, through INSAT-IB, RN programmes are also uplinked from Bombay, Calcutta and Madras on time shared basis and are received by all stations of AIR.

During the period under review, installation works have been completed at Bhadrawati, Rajkot, Madurai, Patna, Siliguri, Ranchi, Shillong, Nagpur, Delhi, Cuddapah. The installation works at new Radio Stations at Agra, Jamshedpur, Dibrugarh, Bhagalpur, Tura, Keonjhar, Khampur (Delhi), Tiruchirapalli and Banglore are in progress.

News Services

The news organisation of All India Radio is one of the biggest of its kind in the world. It had a modest beginning in January 1936 when first news bulletin was broadcast from Delhi. By 1939-40, All India Radio was broadcasting 27 bulletins. At the time of independence, there were 76 news bulletins -45 in home and 31 in External Services. At present All India Radio broadcasts everyday 273 bulletins for a duration of about 37 hours in its Home, External and Regional Services. In the Home service, from Delhi 78 bulletins are put out in 19 languages for a duration of over 11 hours daily. In the Regional Services, 127 bulletins including three from Delhi are broadcast daily in about 62 languages and dialects for a duration of nearly 17 hours. In the External services, 67 bulletins in 24 languages are put out every day from Delhi, Calcutta and Madras for a duration of over 9 hours. Special news bulletins such as sports news and slow speed bulletins in English and Hindi are also broadcast. During the Haj period, a special bulletin of 5 minutes duration is put out daily for the benefit of Indian pilgrims.

When Parliament is in session, daily and weekly commentaries in English and Hindi, reviewing the day's and week's proceedings in both the Houses are broadcast. Similarly, daily and weekly reviews of State Legislatures are broadcast from State capitals in the languages concerned by Regional News Units. In addition, commentaries by specialists in various fields and scripts from AIR's correspondents are broadcast in English, Hindi and Urdu in the programmes 'Spotlight', 'Samayiki' and 'Tabsara' respectively. In the Current Affairs programme every Sunday, specialists take up a live issue of the week for indepth discussion. Eyewitness accounts, interviews with important persons and reactions of the common man to the happenings around him are presented through radio newsreel, both in English and Hindi. A major part of the news broadcast by AIR comes from the AIR correspondents. It has a complement of 101 full-time correspondents in India. Besides, AIR correspondents are stationed at Singapore, Colombo, Dhaka, Dubai, Kathmandu, Harare and Islamabad. In addition, AIR has 232 part-time correspondents in India and 4 abroad. It also subscribes to the news agencies —PTI, UNI.

Another important source of news is Monitoring Unit at Ayanagar near Delhi and a small unit attached to the General News Room in New Delhi itself. The two Units together monitor 144 transmissions daily from various foreign broadcasting organisations in nine foreign and five Indian languages.

To make the bulletins lively and more interesting, voice-casts of AIR correspondents are frequently inserted in main bulletins on important occasions. The Pronunciation Unit of NSD, AIR has been re-organised to provide better service to braodcasters both in AIR and Doordarshan.

External Services Division

The External Services Division of All India Radio broadcasts programmes for 72 hours and 55 minutes per day. This is 12 hours 20 minutes more than it was broadcasting last year and is due mainly to the introduction of new Tamil Service of 12 hours per day from 21st November, 1987.

The ESD broadcasts in 23 languages (sixteen foreign languages including English and seven Indian languages). These programmes consist of news, daily commentary, press-review, talks, interviews, discussions and music, mainly Indian (classical, light, film and folk). These are broadcast in two major services, General Overseas Service in English (9 hrs. 30 mts) and the Urdu Service (12 hrs. 15 mts). Thes West Asian Service braodcasts programmes in Arabic (3 hrs. 15 mts.), Dari (1 hr. 45 mts.), Persian (1 hr. 45 mts), Pushtu (2 hrs.) and Baluchi (30 mts.). East African countries are served by the Swahili Service (2 hrs.). The French Service (45 mts.) is directed to West

and North West Africa. Other area oriented sevices are in Russian (1 hr.), Burmese (1 hr. 30 mts.), Chinese (2 hrs.), Indonesian (30 mts.) Sinhala (2 hrs.), Thai (45 mts.), Nepali (1 hr. 55 mts.) and Tibetan (1 hr. 45 mts.) languages. For Indians abroad, there are services in Indian languages viz., Bengali (6 hrs. 45 mts.), Gujrati (1 hr.) Hindi (4 hrs.), Punjabi (2 hrs.), Sindhi (2 hrs.), Tamil (12 hrs,) and Urdu (12 hrs. 15 mts.). These broadcasts project the Indian point of view on world affairs and acqaint the overseas listeners with the developments in India alongwith information on the myriad facets fo Indian life, thought, culture, tradition and heritage. The ESD has assumed the role of a cultural ambassador of India to the world at large and is projecting and promoting the Indian image abroad. Its unbiased political commentary and reportage have earned credibility for it among the listeners which is constantly being reflected in about 1200 letters received everyday.

During the period under review, extensive coverage was given to almost all conferences, seminars, symposia of national and international importance. Different programme formats such as curtain raisers, Radio-reports, interviews, discussions and features were utilised for their coverage. The visits of foreign dignitaries to India and Indian leaders abroad were covered well. A number of programmes were broadcast covering the visits of our Prime Minister to the USSR, the USA and Canada (Vancouver- CHOGM conference). Coverage was also given to the Festivals of India in the USSR, Switzerland and Sweden and the Festival of the USSR in India. Various facets of Indian life, achievements of India and its developmeng during these 40 years since Independence have been well reflected in our celebration of the 40th year of Indian Independence.

Since the signing of the Peace accord with Srilanka on 29th July, 1987, ESD has been playing a vital role in convincing the majority Sinhalese and minority Tamils in Srilanka of the imperative need for peace and the vast benefits that will accrue from the dawn of a peaceful era in the Emerald Island. The ESD, in order to meet its responsibilities in this regard, introduced a new Tamil Service to Sri Lanka for 12 hours a day with three transmissions morning, noon and evening.

The ESD has envisaged a three fold approach to this. It beams programmes in Sinhala to tell the Sinhala speaking people of the island of India's concern for the unity and integrity of Srilanka and how the accord is indeed meant to safeguard this integrity and promote the unity of that nation. Programmes in Tamil are devised to tell the Tamils that their interests are well served by the Accord and their demand for recognition of their distinct identity is secured. The programmes in Tamil and in the GOS in English are trying to tell the Tamils not only in Srilanka but spread all over the world that the Indo-Srilankan Accord is the best safeguard and safety measure that could have come the way of the Srilankan Tamils. India is one with them and tries to help them in all ways possible under the constitution of Srilanka. These programmes have had a considerable amount of desired success.

Since 12th September, 1987, ESD started beaming UN News to different parts of the globe on every Saturday.

"Commercials" in the Gulf service in Hindi being braodcast from 2315hrs., to 0000 hrs., IST has been introduced on an "experimental basis" from January, 1988. Its primary purpose is to acquaint the large number of listeners of West Asia of the manufacturing potential of consumer items in India.

A special weekly composite programme (consisting of news, commentary, talks, music etc.) is sent for ethnic Stations in the USA, Canada, the UK etc.

Programme Exchange

The ESD supplies recordings of different types of programmes to more than 100 foreign broadcasting organisations. Recording of weekly press review is supplied to the Broadcasting Foundation of America. The monthly news letter in Punjabi is sent to the Director, Sher-E-Punjab programme, San Fransisco, USA and a weekly programme in English and Hindi entitled "Report from India to Mauritius".

Recording of special orchestral compositions produced in connection with the Republic Day and the Independence Day are supplied to about 65 countries and half an hour recordings of music items are sent once in a quarter to these countries under the cultural exchange programme.

Programme Journal

Since April, 1987, ESD has been publishing a monthly programme Journal 'India Calling' independently. In addition, quarterly folders in ten foreign languages (Nepali, Pushtu, Swahili, Tibetan, Arabic, Burmese, Chinese, Dari, French and Indonesian) are also published providing advance information of the programmes braodcast in the External Services. The Journals carry in addition, selected excerpts from the Talks broadcast, letters from listeners and other information. The publications are supplied free to overseas listeners and are well received.

The ESD on an average has been receiving over 1200 letters per day. Reports, based on the analysis of the listener's letters are brought out regularly so as to discern the broad trends of their reaction.

Software Development Programmes under the Seventh Five-Year Plan 1985-90:

The Software objectives of the Seventh Plan lays stress on the expansion of programmes which have a direct bearing on education for students, drop-outs, women, children, farmers, teachers and others. The scheme envisages provision for additional educational programmes at existing stations, stepping up of field based programmes, expansion and consolidation of news and external services, energising Vividh Bharati Production

Centres, introduction of research in programmes, provision of staff training facilities and strengthening of programme management for bringing about qualitative improvement in the programme services. AIR has to serve a two-way communication media and for this purpose, field-based programme have to be expended.

Out of 24 proposed schemes during Seventh Plan, the following ware Development Schemes have been sanctioned Rs. 350.33 lakh have been provided for the implementation of these schemes during 1988-90.

1. Strengthening of Programme Planning & Development Unit at HQ (SW No. 17)
2. Expansion of Sports Coverage Cells at AIR Stations (SW No. 9)
3. Strengthening of Programme Exchange Service at DIPES (SW No. 24)
   (*a*) Creation of Nehru Cell at DIPES.
   (*b*) Setting up of Foreign News Bulletin for AIR ESD (SW No. 20)
4. Strengthening of School & Adult Education Unit (SW No. 1)
5. Augmentation of Morning Information Programme (Aaj Subah) (SW No. 6)
6. Production of Field Based Programme (O.B. Unit) (SW 8.')
7. Setting up of Central Education (Formal & Non-Formal) Programme Planning Cell at DG AIR (SW No. 5)
8. Creation of Programme Research Unit at AIR Stations (SW No. 11)
9. Expansion of Farm & Home Unit (SW No. 3)
10. Programme Feed from FM Service at AIR Madras, Calcutta, Delhi and Bombay to be released Primary Channel for more Programme of Information & Education.

NLF Schemes

In Order to enable Akashvani and Doordarshan to improve the quality of programme broadcast and to provide adequate financial resources for this purpose, a fund called the Akashvani and Doordarshan (Commercial Service Revenue) Non Lapsable Fund was formed out of the revenues derived by Government from commercial broadcast (less commission paid to the advertising agencies and discount paid to the advertisers) in 1975. From 1st April 1981, the expenditure incurred on running the commercial services is also deducted from the gross revenue before computation of net revenue.

A net revenue of Rs. 18.52 crore was transferred to this Fund in 1987-88. At present 69 NLF schemes for the improvement of quality of programmes are being implemented at different stations of AIR. The schemes have had a great impact on the quality of production and creative excellence.

Recently a Development Broadcasting Unit has been set up at AIR Kota in collaboration with Reyerson International Development Centre (RIDC) and Asia-Pacific Institute for Broadcasting Development. The project will focus on three major subjects namely; (1) Role of Women in Development, (2) Human Settlements and Urbanization and (3) Environmental Consideration in Economic Development.

The financial outlay for 1988-89 for implementation of NLF schemes is Rs. 1328.32 lakh.

Vividh Bharati and Commercial Services

The popular entertainment programme, known as 'Vividh Bharati' is broadcast from 32 centres, including two short-wave transmitters at Bombay and Madras, for a total duration of 12 hours and 45 minutes on weekdays and 13 hours and 15 minutes on Sundays and Holidays. Film music, humorous skits, short plays and features are presented in these programmes.

Commercial Broadcasting

Commercial Broadcasting on the radio introduced on 1st November 1967 from Bombay-Pune-Nagpur on an experimental basis is today carried by 29 transmission centres. Advertisements are accepted in any language as tape-recorded spots of 7, 10, 15, 20 and 30 seconds duration. Sponsored programmes were introduced in May 1970. Again from April 1982, commercials were introduced on a limited experimental scale on the Primary Channel before and after the national news bulletins in the morning and evening.

The Commercial Service on the Primary Channel (Phase 2) was introduced from 26 January, 1985 from 55 AIR stations—Spots for Phase 2 channel are being accepted in the rural programmes, women's programmes, listeners' choice programmes, play and other popular programmes. The gross earned from the Commercial Broadcasting Service during 1987-88 was about Rs. 28 crore.

International Conference

All India Radio participated in the following international meetings/ conferences during the year 1987-88.

(1) Meeting of the Interim Working Party 11/7 of CCIR Study Group held in Australia from the 4th to the 7th of May, 1987.

(2) The CCIR Meeting held in Geneva from the 18th to the 19th of June, 1987.

(3) The Regional Conference for Asia on International Co-production held in Malaysia from the 25th of October 1987 to the 1st of November, 1987.

(4) The ABU Sports, Party meeting held in Newzealand from the 12th to the 17th of April, 1987.

(5) The ABU General Assembly Meeting and Associated Meeting held in Thailand from the 7th to the 19th of October, 1987.

(6) Meeting of RIDC-AIBD-CIDA Project Advisory Committee held in Malaysia from the 28th of November, 1987 to the 4th of December, 1987.

DOORDARSHAN

Television was introduced in India as an experimental service in September 1959 with a limited transmission for three days a week. The regular daily service, however, started in 1965. In 1976, television was delinked from All India Radio to form an independent organisation called Doordarshan. In the 3rd decade of its operational life, it has emerged as a very large national network. It witnessed an unprecedented growth of installation of one transmitter a day in the year 1984 and after. Through a network of 259 transmitters (HPTs—51, LPTs—190 & VLPTs—18), Doordarshan now reaches an estimated 72 per cent of the population. There are 18 programme originating Kendras at Delhi, Calcutta, Cuttack, Madras, Bombay, Lucknow, Jalandhar, Srinagar, Jaipur, Hyderabad, Ahmedabad, Bangalore, Gorakhpur, Rajkot, Ranchi, Nagpur, Guwahati and Trivandrum. By the end of the Seventh Plan the number of such centres is likely to be raised to 48 with a total number of 400 transmitters providing coverage to 80 per cent of the population.

Introduction of satellite technology and its use for Doordarshan was a unique experience. In 1982, Doordarshan started transmitting the National Programme originating from Delhi for all (the then) 41 transmitters in the country. In the same year, Doordarshan commenced its Insat service in six states namely Andhra Pradesh, Orissa, Maharashtra, Gujarat, Bihar and Uttar Pradesh. With the availability of the satellite transponders, Doordarshan is now telecasting programmes in the regional language originating from Bombay for all the transmitters in Maharashtra and similarly for all the transmitters in Andhra Pradesh the programmes originating at Hyderabad are being telecast. Such programmes are received by a large number of rural audience on the Direct Receiver Sets (DRS) via satellite and the Very High Frequency Sets (VHF) through the LPTs and HPTs installed in the region. With the commissioning of Insat-1C, the regional service is proposed to

be extended to Orissa and Karnataka. Doordarshan also started telecasting the programmes in colour from August 1982. Progressively all the kendras have now developed facilites for the production of programmes within the studio and outside in colour.

To cater to the wider interests of a large cross section of the population, Doordarshan introduced the second channel of transmission in Delhi followed by commissioning of the second channel in Bombay, Calcutta and Madras. This has been a landmark towards fulfilment of the target of the 3-tier service to the people namely the national service, the regional service and the local service. In 1988, the Central Production Unit has been established in the Directorate to undertake production of prestigious programmes and serials. Doordarshan has also undertaken ventures of co-production of programmes with different organisations and eminent producers. Film on Nehru has been completed during the year 1988 and work is likely to commence on Mahabharata with the assistance of Mr. Peter Brook.

A special scheme has been evolved for the north-eastern region where in Guwahati will become the focal point for transmitting programmes in the regional languages in the seven different states in the north-eastern region.

Doordarshan introduced its first School Television Service (STS) in October 1961. At present, educational programmes both of enrichment type and syllabus oriented are put out by several Doordarshan Kendres as well as Insat Centres. Programmes for the universities have been introduced since August 1984 in collaboration with the University Grants Commission.

Doordarshan turned commercial from 1st January, 1976 with the initial introduction of advertisement spots. Currently besides spots, a series of sponsored programmes and family serials are being telecast. In order to provide variety in the daily TV transmission, sponsored programmes are being invited from outside producers and agencies.

Doordarshan started its morning transmission initially for a duration of 45 minutes a day in February 1987. Recently, the transmission duration has been increased to one hour everyday to include Hindi and English news bulletins, health programmes, children's programmes, music and dance items as well as the skits. The transmission is relayed by all transmitters in the country.

Tele-text service was introduced at the Delhi Kendra to transmit news and information on railway time-table, air services, stock market and weather forecast, etc. In the beginning, this service could be available to the viewers with the help of a decoder attachment. Recently, however, the service is

provided on Channel-II and is available to the viewers without a decoder attachment.

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the central agency of the Government of India for putting out information on its policies, programmes and activities. The information put out by PIB goes to daily newspapers, news periodicals and news agencies, as well as radio and television organisations, both Indian and foreign. With a countrywide teleprinter network and airbag facilities, PIB reaches newspapers not only in Delhi but also in all other parts of the country. No other organisations, in the country reaches such a large number of newspapers and other mass media. While about a thousand newspapers subscribe to the wire news agencies, the PIB distributes its press material to over 7,000 newspaprrs.

Functions

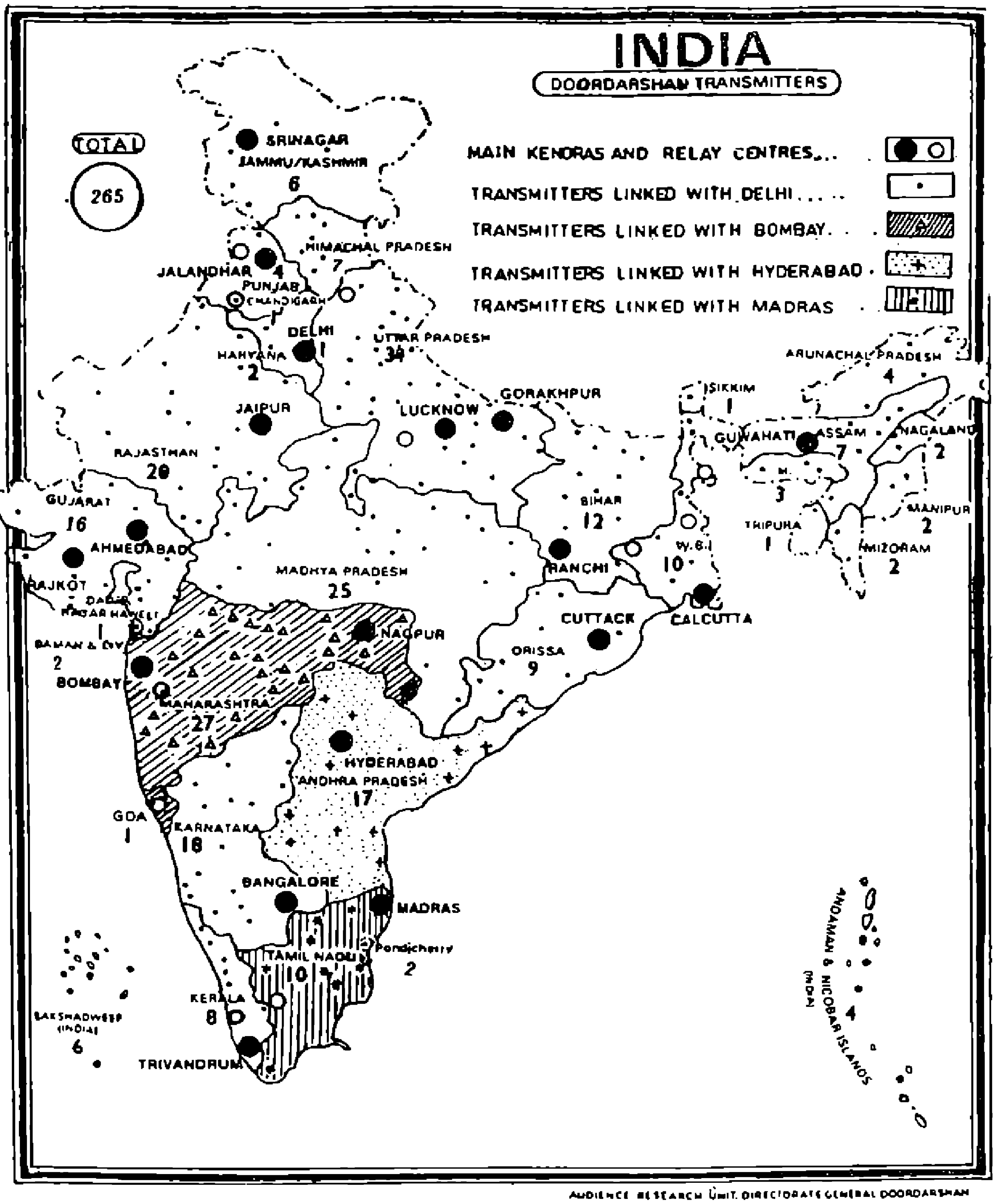
The PIB functions on the basic premise that a democratic Government must ensure that its policies, programmes and activities are properly presented and interpreted to the people on whose goodwill and support it holds offiice. In the light of this overall objective, the PIB's main functions are to put out information on Government policies, programmes and activities, obtain feedback on how these policies programmes and activites are received and to advise the Government on its information matters.

The Bureau's officers are attached to all the Ministries and Departments of the Government of India. These officers are in daily contact with their Ministries and Departments. They explain and interpret Government policies and disseminate factual information. An Information Officer also performs the role of public reactions evaluator, keeping the Government in touch with public opinion. He also acts as an adviser to the Government on press relation and publicity. He maintains constant liaison with newspaper correspondents as well as representatives of other mass media.

The Bureau employs a variety of means to put out information. Written material issued by the Bureau includes press communique, press notes and handouts, backgrounders, features and newsletters. The material is put out in English, Hindi, Urdu and 15 other Indian languages. The Bureau also arranges press conferences and briefings to enable media representatives to get the news and clarifications, first hand.

Conducted Tours

To make the people aware of the special problems and the development work, being carried on in backward, tribal and hill areas, the Bureau conduct press parties to such places. This enables media representatives to take a



Audience Research Unit, Directorate General Doordarshan

Existing TV Transmitters in the Country

direct look at works being done for the development of such area. Press parties are also taken from backward, tribal and hill areas to Delhi and other developed parts of the country to promote a sense of national integration among the people of such areas.

Pictorial Service

The PIB arranges photo coverage of Government activities. A large number of photographs dealing with Government activities are supplied to dailies and periodicals all over the country to enable them to supplement written word coverage by pictures. The Bureau has its own tele-photo equipment with which photographs are transmitted the same day to some of the regional and branch offices of the Bureau.

The Bureau supplies ebonoid blocks to small and medium newspapers which have no facility to make their own blocks. *Charbas* are supplied to Urdu newspapers for use in the litho process.

Accreditation and Press facilities

The Bureau provides professional facilities to correspondents, cameramen and technicians accredited with the Government of India. As on 31st March, 1988, a total of 957 correspondents, cameramen and technicians were accredited. The Bureau extends temporary accreditation facility to foreigh correspondents and cameramen coming to India on short visits. Special accreditation arrangements are made for important events.

Cultural Exchange Programmes

The Bureau is the implementing agency for exchange of delegations Journalists between India and foreign countries under Cultural Exchange Programmes and Protocols.

Regional and Branch Offices

The Bureau has a network of three regional Offices located at Bombay, Madra & Calcutta and 27 Branch Offices and 5 Branch Office-cum-Imformation Centres all of which are linked with the Headquarters by teleprinter network. It also has two exclusive Information Centres located at Aizawl and Port Blair. Through the Regional and Branch Offices, the Bureau supplies Press material to newspapers and other news media in various Indian languages, besides Hindi and English, in all parts of the country.

Computerisation

To speed up the information flow, the Bureau has computerised a part of its operations. A Data Bank is being set up linking the Headquarters with eight Regional and Branch Offices.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is the central agency of the Government of India for publicising its policies, programmes and achievements, particularly in the field of economic and social development. Publicity campaigns are launched on behalf of the Government through press advertising, printed publicity materials, outdoor publicity displays, audio-visual media, such as radio and-television commercials, short short advertisement films and video programmes, and exhibitions. Besides being the advertising agency for all the Department and Ministries (except Railways) of the Goverment of India, DAVP serves a number of autonomous bodies and public sector undertakings. It has one of the largest direct mail services and can reach more than 15.50 lakh addresses all over the country.

After the outbreak of World War-II, the then Government of India felt the need for propagation of its views and this led to the appointment of a Chief Press Adviser. Advertising was one of the responsibilities of the Chief Press Adviser. In June 1941, a post of advertising Consultant was created under the Chief Press Adviser. On 1st March 1942, the Advertising consultant's office became the Advertising Branch of the Department of Information and Broadcasting. Following the expansion of its fuctions and activities, the Advertising Branch became the Directorate of Advertising and Visual Publicity on 11th October, 1955.

Broadly Speaking, the main functions of the Directorate are: (*a*) Planning Visualisation, production and release of display advertisements and issue of classified advertisments; (*b*) Planning, designing, production and distribution of printed publicity materials like, posters, folders, pamphlets, booklets, broadsheets, calendars, etc; (*c*) Production and display of outdoor publicity material like, wall paintings, hoardings, neon-signs, multicolour metal tablets and cinema slides; (*d*) Planning, designing, fabrication and organising of exhibitions, (*e*) Planning, production and arranging of broadcast/telecast of Radio and TV commercials through Akashvani and Doordarshan; (*f*) arranging production of video programmes; (*g*) maintaining a panel of radio, TV and film producers and printers in the country; and (*h*) fixation of rate contracts with newspapers/Journals in the country for release of Press Advertisements. These functions are carried out inter-alia through the following wings of the Directorate.

Campaign Wing

To inform, educate and motivate the people to participate in the national programmes for economic development and social change, multi-media publicity campaigns were undertaken during the year 1987-88 on such important themes as, health and family welfare, agriculture and rural development, The 20-Point Programme-1986, national integration and communal harmony,

new education policy, conservation of power and energy, environment, consumer protection, national savings, uplift of the weaker sections of the society and removal of economic and social evils like dowry; untouchability; drinking; evasion of income-tax, excise and custom duties; smuggling; drug abuse and trafficking in narcotics and terrorists and extremists activities. All out efforts were also made during the year to extend the media reach to remote and far-flung areas in the country. To motivate the people against 'terrorists and extremists' activities as well as to counter the antinational propaganda by the agitationists in certain parts of the country, vigorous publicity campaign was undertaken to foster the spirit of secularism and national integration in the country especially through the media of Radio and TV commercials, printed material, exhibitions and outdoor media like wall paintings, cinema, slides and hoardings. Special effort was made to propagate the theme of communal harmony in the disturbed areas of Punjab, Haryana and Delhi.

This year, a special campaign was launched to highlight the achievements of the country in different fields on the occasion of 40 years of Independence. A prestigious exhibition titled '40 Years of Independence' was put up for display at several places in the country attracting large crowds. Informative press ads highlighting the achievements of the country in the last four decades were released to newspapers/periodicals all over the country on 'Independence Day-1987' and 'Constitution Day-1988'. DAVP participated in the Festival of India held in USSR with its prestigious exhibition titled, Indian Youth Marches Ahead'. This exhibition was displayed at Moscow, Leningrad and Tashkent and was highly appreciated by the media and the visitors in the USSR. DAVP also assisted the Soviet Team from Moscow in organising 'The Soviet Youth exhibition in India. On the historic occasion of the signing Indo-Sri Lanka Agreement on July 29, 1987, a well illustrated informative booklet and a folder containing the address of the Prime Minister, Shri Rajiv Gandhi at a public meeting in Madras, were printed for wide distribution. As a part of the Birth Centenary Celebrations of Pt. Govind Ballabh Pant, an exhibition on the life and works of this great national leader titled 'Bharat Ratna—Pt. Govind Ballabh Pant' was produced by DAVP for exposition throughout the country. Special efforts were made to publicise the family welfare programmes of the Government and the message of 'Health for All'. Publicity campaigns for the control of diseases like TB, STD, AIDS, Leprosy, Diarrhoea and Malaria were further intensified. Different media of publicity were used to highlight the salient features of the several saving schemes launched by the National Savings Organisation for Small and Big Savers. Extensive publicity was undertaken on behalf of the Ministry of Defence to motivate the youth of the country, including doctors, engineers and other professionals to join the different wings of the Armed Forces. A beautifully illustrated brochure entitled 'The Ultimate Challenge' was brought out for distribution amongst the engineering graduates.

Audio-Visual Publicity

The Audio-Visual Cell in DAVP handles publicity through the commercial channels of All India Radio and Doordarshan. During the period April, 1987 to March, 1988, the Directorate put out as many as 632 radio spots, jingles and sponsored programmes in 12 languages and arranged for a total of 50,000 broadcasts on different themes. In addition to the above, 343 Video spots, quickies and motivational programmes covering different subjects of national importance were produced in various languages for telecast over the commercial channels of Doordarshan as well as to meet the publicity needs of the client Departments/Ministries. The number of such telecasts was around 72. The total turnover of business handled by the A.V.Cell during this period was around Rs. 2 crore. Special campaigns were mounted through the audio-visual media on Drug Abuse, Prohibition, Income-tax, Energy, Nutrition, Agmark, IAF, Indian Army, etc. The health and family welfare subjects continued to receive the maximum attention.

Printed Publicity

DAVP brings out publicity literature in English, Hindi and 11 major regional languages namely Punjabi, Urdu, Bengali, Assamese, Oriya, Gujarati, Marathi, Tamil, Telugu, Kannada and Malyalam. Some of the important jobs produced during 1987-88 include a large number of calenders and diaries, profusely illustrated brochures, booklets, folders and posters and important speeches of the Prime Minister on national issues. During the period April, 1987 to March, 1988, over 1.60 corer copies of printed publicity items were produced for free distribution. Some of the important booklet/brochures/ folders brought out during the year include 'What the Budget 1987-88 Can Do for you', 'Ramanujan - the Genius of this Century', 'Chaitanya Mahaprabhu', Subramania Bharati, National Education Policy, 'Facts about our Diet' and 'Self Employment for Educated Unemployed'.

Mass Mailing

The Mass Mailing Wing of the Directorate distributed 1.48 crore items of printed publicity material during 1987-88. On an average two to three crore items of printed publicity material are distributed annually by DAVP. Distribution is done from the Headquarters at New Delhi and Regional Distribution Centres at Bombay, Calcutta and Madras either through direct mail to individuals/institutions or by bulk supply to Organisations for further distributions in their respective areas. The mailing library of DAVP consists of 15.50 lakh direct mail addresses spread over 512 categories including rural categories like Primary/Middle Schools, Panchayats, Post Offices, Block Development Offices, Rural Bank Branches and Cooperative Societies. This is constantly being updated.

Advertising

DAVP releases annually around 16,000 to 17,000 advertisements to various newspapers and journals on behalf of various Ministries (except Railways) and Departments of the Government of India. A large number of autonomous bodies and public sector undertakings also channelise their advertisements through DAVP. A balanced and an equitable placing of advertisement is aimed at, keeping in view the Advertising Policy of the Government of India, publicity requirements and the availability of funds. DAVP maintains a panel of newspapers in almost all the Indian languages for release of Government advertisements. Presently about 3,000 publications are on DAVP's panel. An annual rate contract is entered with the individual newspapers for release of press advertisements. There is a separate list of newspapaers to which the UPSC advertisements are released. This list also contains newspapers in almost all the Indian languages. The existing Advertising Policy is under review.

Exhibitions

DAVP is responsible for planning, designing, fabrication as well as organisation of exhibitions throughout India and at times abroad as well. To reach the maximum number of people, 40 Field Exhibition Units of the DAVP take special care to put up exhibitions at prominent fairs, festivals and annual events in various parts of the country. Particular attempts are made to organise exhibitions at places not covered earlier, specially in remote, rural and semi-urban areas. During the period April, 1987 to March, 1988, the Directorate organised 600 exhibitions throughout the country which were visited by over 1.25 crore people. More than 50 per cent of the visitors to these exhibitions came from rural and semi-urban areas. The major thrust of the exhibitions was to promote family welfare, national integration and communal harmony and to project the 20-Point Programme-1986.

DAVP arranged an exhibition on 'Anti-Apartheid' at New Delhi in May, 1987 on the occasion of the Africa Festival held there. Assistance was also given to the Soviet team in arranging the 'Soviet Youth' exhibitions at New Delhi and Calcutta during the USSR Festival in India in November-December, 1987. DAVP's exhibitions on the life and works of Late Rrime Ministers, Pt. Jawaharlal Nehru and Smt. Indira Gandhi continued to be extremely popular with the public and drew huge crowds wherever they were shown.

Outdoor Publicity

DAVP uses outdoor media like hoardings, cinema slides, kiosks, street banners, bus/train/tramcar panels, tin stencils and stickers, etc. to support its various national publicity campaigns on Health and Family Welfare, Small Savings, Income Tax ,Handicrafts and Handlooms.

PUBLICATIONS DIVISION

The Publications Division, a media unit of the Ministry of Information and Broadcasting provides up-to-date and authentic information on all subjects of national importance to public at home and abroad through books, albums, journals in English, Hindi and major Indian languages. In this process it has emerged as the largest publishing house in the public sector.

The Division was set up as a part of the Home Department in January, 1941 and was then known as the Foreign Branch of the Bureau of Public Information. In 1943, the office was transferred to the Department of Information and Broadcasting and was redesignated as the publications Divsion in December, 1944.

Functions

The aims of the Division are: (1) to disseminate information about country's various spheres of national development, (2) to facilitate the task of national integration by promoting greater awareness and understanding among the people of the diffierent regions and adhering to different faiths and beliefs and (3) to stimulate interest in and to generate appreciation of and respect for variegated pattern of life and culture in India.

The books, albums and journals brought out by the Division are, therefore, designed to broaden the readers' understanding of the country, its people, history, geography, social structure and cultural and linguistic patterns. The subjects covered are as varied as art and culture, flora and fauna, travel and tourism, biographies of eminent persons, speeches of national leaders, etc. Children's literature is another subject to which the Division pays attention. The publications also include books on popular science, education, history, besides references and other specialised literature.

A separate wing of the Division has been entrusted with the tasks of compiling and editing the writings of Mahatma Gandhi both in English and Hindi. Ninety volumes in English and eighty volumes in Hindi have been published so far.

The Division has so far brought out over 6,300 books and volumes in Hindi, English and major regional languages of the country. On an average it now publishes about 80 to 100 titles every year. The Division has started a new series of low-priced books under the title, 'Books for Millions' under which the Division has so far released 16 titles—nine in Hindi, five in English and one each in Punjabi and Assamese.

The Division publishes 21 journals of varying periodicities devoted to different disciplines. These journals are being published in English, Hindi

and ten regional languages. 'Kurukshetra', a monthly journal in English and Hindi is devoted to project the national plans and achievements in the fields of rural reconstruction and cooperation. The monthly journals 'Ajkal' (Hindi) and 'Ajkal' (Urdu) are mainly devoted to literature and culture. 'Bal Bharati' in Hindi is a children's monthly. The fortnightly journal 'Indian and Foreign Review' in English has been withdrawn by the sponsoring Department and is being published by them with effect from June, 1988, under the new title 'India-Perspective'.

Organisational Set-up

The Division is headed by a Director , who is assisted by two Joint Directors, one General Manager-cum-Chief Editor, three Chief Editors, three Deputy Directors and number of Editors and Production, Art and Business executives who are responsible for editing, production and marketing of books and journals.

The work of the Division is divided functionally into five main wings: (*a*) Editorial, (*b*) Production and Art, (*c*) Marketing, (*d*) Administration, and (*e*) Employment News. The activities of these wings are detailed below :

Editorial Wing

The functions of the Editorial Wing include writing original script, preparation of manuscripts, editing manuscripts sent by the sponsoring Ministries or written by commissioned authors, preparation of press copies of the books in English, Hindi and major regional languages and publication of journals in all the principal regional languages.

Production and Art Wing

The Division has a studio manned by professionally competent commercial artists and photographers, who illustrate and design publications to make them interesting and attractive.

The Production Wing looks after the post-editorial operations. This wing supervises the printing and production of the books and journals brought out by the Division. The printing presses in both private and public sectors are commissioned for printing its publications.

Business Wing

The Business Wing organises marketing and distribution of the publications of the Division. These are sold through a network of over 3,500 authorised booksellers and Division's own departmental sales emporia located at New Delhi, Bombay, Calcutta, Madras, Patna, Trivandrum, Lucknow and Hyderabad. The sales emporia of the Division also market the publication

of 21 other Government Departments and autonomous organisations such as the National Museum, All India Handicrafts Board, Films Division, Sahitya Akademi, Archaeological Survey of India, Council of Scientific and Industrial Research and National Book Trust, etc. It also sells and distributes textbooks published by the National Council of Educational Research and Training (NCERT).

During the year 1987-88, the Publications Division participated in 25 exhibitions and Book Fairs in various parts of the country and also abroad. The Division directly participated in the Frankfurt Book Fair 1986 held at Frankfurt in October, 1986. The Central theme of the fair was "India-Change in Continuity". Besides, participation was also arranged through NBT in other Book Fairs abroad.

The total sale of the Division during 1987-88 touched the figure Rs. 790.89 lakhs.

Employment News Wing

The exclusive assignment of this wing is to prepare, produce and market the weekly 'Employment News' in English and 'Rozgar Samachar' in Hindi and Urdu. They seek to project not only the largest assortment of job vacancies in Central/State Government departments, undertakings and educational institutions but also to provide encapsulate guidence material to enable prospective candidates to prepare for various kinds of test/interviews. The 'Employment News' has the distinction of being one of the largest circulated weeklies in English in the country. They have a combined paid circulation of over 3 lakh copies per week.

Adminisration Wing

Management of the Division's Offices at the Headquarters and outside and the staff problems are looked after by the Administrative Wing.

Advisory Committee

With a view to improving the overall working of the Publications Division, the Ministry of Information and Broadcasting has appointed an Advisory Committee of Experts to suggest a methodology, by which the range and quality of its publications could be streamlined.

The Committee, headed by Prof. Bipin Chandra was constituted during 1987 which initiated evaluation of the editorial, production and sales wings of the Division, both for books and journals. The formation of the new Committee is under the active consideration of the Ministry.

Bharatendu Harishchandra Award

Bharatendu Harishchandra Award was instituted on the suggestion given by the Hindi Advisory Committee of the Ministry of Information& Broadcasting in 1983. Under this Scheme, Indian writers are awarded every year to encourage original & creative writings in Hindi on various disciplines of Mass Communication, viz. All India Radio, Doordarshan, Journalism, Print Media etc. The first, second and third prize winning entries carry an amount of Rs. 15,CCO, Rs. 10,CCO and Rs. 5,000, respectively.

DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity is the biggest rural oriented publicity network in the country. The basic objective of this Organisation is to inform and educate the rural people, especially the backward and neglected sections of Society, about the policies, programmes and achievements of the Government and to motivate them to be willing and enthusiastic partners in various schemes of national development.

With its country-wide network of 22 Regional Offices and 257 Field Publicity Units, it reaches the people by putting its men and material face-to-face with them and interprets Government policies and programmes in their own language/dialect. Apart from certain basic policies of the Government, i.e. democracy secularism and socialism, the Field Units conduct publicity campaigns on themes like national integration, communal harmony, health and family welfare, new 20-Point Programme, role of public sector and socio-economic programmes like Prime Minister's 15-Point Programme, evils of dowry, untouchability, prohibition, status of women, etc. The DFP Units also cover suitably important occasions and national events e.g. 40th Anniversary of Independence, Republic Day, Independence Day, Birth Centenary of national leaders and important fairs and festivals.

The DFP Units utilise various modes of communication—both modern and traditional-keeping in view the requirements of the areas, occasion and the audience. The media pressed into service include films (documentary as well as feature), song and drama, debates, essay patriotic songs, painting and declamation contests, group discussions, public meetings, healthy baby shows, conducted tours and the print material. Different types of programmes are organised for different sections of the society. The forte of the organisation is inter-personal communication. The main thrust of its activities is on securing total involvement of the people in developmental programmes, fostering national cohesion and communal harmony and on facilitating smooth transformation and change, especially in the backward and tribal areas of the country.

The Directorate of Field Publicity is a two-way channel of communication. On the one hand, its personnel explain and interpret through audio-visual means, including persons to person communication and remove on-the-spot doubts, if any, with regard to Government policies and programmes and on the other, collect spontaneous reactions of the people to these policies. These reactions are compiled at the headquarters and sent to concerned quarters for such action as they deem necessary.

The Field Publicity units reach such remote, backward areas of the country as are inadequately covered by other mass media by utilising all possible modes of transport, including foot marches. The units organise their activities in collaboration with the sister media units of the Ministry, different departments of the State Governments and the voluntary organisations which are engaged in the field.

During the period from January to December, 1987 this Directorate organised 71670 filmshows, 8775 song and drama programmes 42715 photo exhibitions and 76399 oral communication programmes and thus covered an audience numbering over 6.63 crore people belonging to different segments of the society.

SONG AND DRAMA DIVISION

Song and Drama Division is the live media wing of the Ministry of Information and Broadcasting. It utilises the traditional folk and contemporary stage forms like puppet, plays, docu-dramas, ballets, ballads, harikathas for purpose of social communication, projecting the development activities in the country, specially in the rural areas, It has the advantage of an instant rapport with the people and the flexibility to incorporate new ideas and conviction.

The Song and Drama Division came into existence in 1954 as a small unit under the All India Radio with the objective of utilising live entertainment media for presenting the problems faced by the country and evoking a sense of participation by the people in the gigantic task of national reconstruction. The Division became an independent unit of the Ministry of Information and Broadcasting in 1960. The Division has since spread all over the country. The number of performing artists it employs makes the Division, probably, the biggest performing unit in the Eastern Hemisphere.

Organisation

The Song and Drama Division has a broad pyramidal structure with the Director at the top of the supervising the functions through the officers operating throughout the country. The Division functions at three levels—

Headquarters in New Delhi, 8 Regional Centres in various parts of the country and 9 sub-Centres at District Headquarters.

The Division has 43 departmental troups including the Central Drama Troupe. The Central Drama Troupe at Delhi tours all over the country as the model performing Unit of the Division. The Departmental Drama Troupes at Delhi, Pune, Patna, Bhubaneshwar, Hyderabad and Srinagar present message oriented plays in Hindi, Marathi, Oriya, Bengali, Telugu, Urdu and Kashmiri.

Light and Sound Wing

This wing was established in 1976 at Delhi and the second Unit came up at Bangalore during 1980-81. The Light & Sound programme is an art of theatre panasonic which has proved very successful because more than 10,000 spectators witness a performance without any loss of audio or visual quality of the performance.

The Light and Sound Wing has presented programmes on eminent persons like Guru Nanak Dev, Amir Khusru, Sri Krishna Dev Raya, Subramaniya Bharati, Vidyapati, Jhansi Ki Rani, Ghalib, Bhadur Shah Zafar, Begum Hazrat Mahal, Shahanshah Akbar. The Division also presented programmes of religious classics like 'Ram Charit Manas', Sifti Da Ghar' and modern theme like 'Sehar Hogi' on Family Welfare.

The Division has presented Light & Sound programme "Bharat Ratna Indiramma" in Telugu at Rajamundry, Guntur, Karnool and Nellore and this programme in Hindi was also presented in Delhi Sultanpur depicting the life and times of Smt. Indira Gandhi.

The Division presented Light & Sound programme 'Jag Chanan Hoa' on the life and times of Guru Nanak Dev in Jalandhar and Bhatinda Districts during special campaign in Punjab.

Pilot Project for Tribals

The Division set up a Centre at Ranchi during 1981 for intensive publicity in the tribal areas of Madhya Pradesh, Bihar and Orissa to bring the tribals areas of Madhya Pradesh, Bihar and Orissa to bring the tribals of these States into the national mainstream. This scheme is exclusively by the tribals and for the tribals.

Armed Forces Entertainment Wing

Established in 1967, artistes of this wing travel extensively throughout the country using all modes of transport to entertain Jawans posted in the forward areas.

Border Publicity Troupes

The Border Publicity Troupes stationed at Srinagar, Shimla, Nainital, Jodhpur, Darbhanga, Guwahati and Imphal perform for the village folk living in the remote corners of the country and motivate them for Defence preparedness by inculcating amongst them a sense of patriotism and National Integration, etc.

Registered Private Parties

Apart from the 43 departmental troupes, the Division has about 575 registered parties consisting of the eminent performers in various performing arts all over the country to organise programmes on National Integration, Communal Harmony, Family Welfare, Adult Education, Prohibition, Unity in Diversity and Eradication of Untouchability, etc.

NATIONAL FILM DEVELOPMENT CORPORATION

The National Film Development Corporation (NFDC) was established on April 11,1980 with the amalgamation of the erstwhile Film Finance Corporation and Indian Motion Picture export Corporation. It is the Central Agency to promote Good Cinema in the country. The primary aim of the Corporation is to plan for, promote and organise the integrated development of the Film Industry in India. In keeping with these activities NFDC provides a wide range of services essential to the encouragement and development of Good Cinema. This Corporation has practically completed eight years of its existence on March 31,1988.

Film Financing

Production of Good Cinema is one of the most imporant objectives of NFDC. The Corporation fulfils this objective by (*a*) giving loans for production of feature films and documentaries (*b*) financing 100% projects to be directed by eminent personalities in the field (*c*) Co-producing and co-financing films with renowned Foreign Film Products (*d*) Co-production with Doordarshan.

Loans

The Corporation gives loans in deserving cases for production of good quality film and for purchase of Film production Equipment. As on March 31, 1988 the Corporation sanctioned loans for 173 films and 58 documentaries, out of which 135 films were completed.

The figure of 173 films is made up of films made both by erstwhile FFC and then NFDC. 52 of a total of 173 projects were sanctioned during NFDC's period as against 121 by FFC during its 20 years of existence since 1960.

(*b*) 100% *Financing*

This scheme was introduced by NFDC after it came into existence. Of the 15 Projects sanctioned so far, 13 have been completed as on March 31, 1988 *Two* film are under production.

(*c*) *Co-productions*

The concept of Co-production was accepted by NFDC and Gandhi, a 7-Episode TV Serial 'The Indian Trunk' and 'Salaam Bombay' were co-produced with foreign partners by NFDC with financial involvement. GANDHI not only brought International recognition to India, the Indian Film Industry and NFDC, but also generated a profit of Rs. 245.93 lakhs as on March 31, 1988 after paying back all loans and interest thereof. Out of Rs. 13.46 crores received in India on account of GANDHI as on March 31,1988, Rs. 11.86 crores are in foreign exchange. (*d*) NFDC has started Co-production of films with Doordarshan. So far *four* films have been approved under the NFDC-Doordarshan Production.

2. *Theatre Financing*

The Theatre Financing Scheme was formulated and put into execution by NFDC.

During the year 1987-88 NFDC sanctioned 12 new projects involving an amount of Rs. 65.75 lakhs as NFDC's share. Till March 1988, the total disbursement made including disbursements on Theatres approved for the previous year was Rs. 44.57 lakhs. Right from the inception of the scheme, NFDC sanctioned loan for 127 Cinema Theatres involving Rs. 671.87 lakhs as NFDC's share. 77 Theatres have started commercial exhibition creating an additional seating capacity of 62138 seats. The Theatre Scheme has been modified whereby the loans admissible are Rs. 10.C0 lakhs for the urban centres, Rs.7.00 lakhs for semi-urban and Rs. 3.00 lakhs for rural areas or 75% of the cost excluding land cost whichever is lower.

The Corporation continued its thrust on tie-up of joint Financing of Theatres with Scheduled Banks as well as with Regional Film Development Corporations.

3. *Import & Distribution of foreign films*

The NFDC acts as a Canalising Agency for Import of Foreign Films in India. The films brought by MPEAA/SOVEXPORT FILM/NRIs and Private Indian Citizens in the Film Market are all, thus canalised through the Corporation. The NFDC itself imports foreign films and distributes them throughout India.

NFDC imported 63 films during the year 1987-88, the total number of films imported standing at 447 Out of these 313 were impored by NFDC.

4. *Export Activities*

Export of Indian films was the responsibility entrusted to the IMPEC and this work was transferred to NFDC.

NFDC's Direct Export during the eight year period have shown a continuous upward trend, the figure for 1987-88 being Rs. 150.99 lakhs.

5. *Bringing in & Development of Technology*

All Projects under this Scheme were planned, installed and commissioned after the NFDC came into existence.

(*a*) *Sub-Titling Centre*

The NFDC's Subtitling Centre at Vashi, Bombay subtitled 141 films during 1987-88. The businsss done was worth Rs. 24.17 lakhs.

The setting up of this Unit has saved foreign exchange for the country since all film prints, which otherwise would have been required to be sent abroad for subtitling, are now dealt with in India. The total saving in foreign exchange due to this Unit so far amounts to around Rs. 200 lakhs. This is against the installation cost of around Rs. 50 lakhs for the unit. The Subtitling work is done in all foreign languages such as Italian, Spanish, German, English and Jpanese. The work of subtiling for the Festival of India in France and Japan were done here.

(*b*) *Video Centre*

The NFDC's Video Centre at Madras is equipped with the latest Transfer equipment, the Rank Cintel Mark III 35mm Telecine Projector. The Vidio Centre did business worth Rs. 21.06 lakhs during the period upto March, 1988.

(*c*) *16mm Film Centre*

The 16mm Film Centre was set up to provide production and post production facilities on 16mm and subsequent blowing up to 35mm to ensure an impetus to the growth of 16mm Film Culture resulting in cost saving. The 16mm Film Centre at Calcutta did busines worth Rs. 15.50 lakhs during 1987-88.

6. *Regional Film Festivals*

The NFDC introduced the Scheme of organising Regional Film Festivals of Panorama Film. The Scheme has been received with great enthusiasm

and during the year upto March 1988 Festivals were organised at 33 centres (10 States) in the country. This move has given a good fillip to the meaningful Cinema Movement.

7. *Raw Stock*

NFDC is the Canalising Agency for Import & Distribution of Cinematograph Film(unexposed) of all types and sizes, excluding B&W positive and sound negative films.

Sponsoring Agency

NFDC is the sponsoring Agency for film and associated equipments and it monitors the import of various equipments, from time to time by different film makers and also recommends concession in custom duty, wherever applicable. More than 50 fim-makers/technicians have availed this facility and have set up various Sound/Dubbing Establishments in various parts of the country.

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festival has been transferred to NFDC with effect from 1.7.1981 and is entrusted with the following activities:

1. Organisation of International Film Festivals
2. Participation in International Film Festivals abroad
3. Organisation of National Film Festivals
4. Organisation of Film Weeks under Cultural Exchange
5. Organisation of Film Section of the Festival of India

Activities under 3, 4 and 5 are being carried out by the Corporation on behalf of the Government of India for which the expenditure incurred is reimbursed by the Government.

The Directorate organised FILMOTSAV each at Calcutta, Bombay, Hyderabad and Trivandrum and then three Inernational Film Festivals at New Delhi after its transfer to NFDC. It also organises National Film Festivals and Cultural Weeks every year.

Duplication and Sale of Recorded Video Cassettes

NFDC has been acquiring Video Rights of good foreign films from all over the world, for duplication and distribution of the recorded cassettes in the Indian Market so as to open a legitimate channel for such cassettes in the Market. Today, all the foreign films are entering into the country

through the pirated markets. The NFDC is marketing legal video cassettes to libraries through their distributors.

High Quality Serious Film Journal

Although India is the largest film producing country in the world it has no Film Magazine for International consumption. To fill up this gap the NFDC has started publishing a quarterly Trade Magazine titled 'CINEMA IN INDIA' representing the entire Industry, since January, 1987.

Documentation of Film Information

The Indian Film Industry suffers from lack of systematic data-base relation to all areas concerning films. To fill up this lacuna, the Corporation has started collecting basic information on about 20000 films reproduced so far in India and has undertaken documentation of Film Literature published in various printed media with the use of specialised computer software procured from UNESCO for this purpose.

National Film Circle

The NFDC has established a National Film Circle in Bombay and would spread the Activity to other State Capitals in India. It has a paid membership where the Members are eligible to see Good films throughout the year. These Films Shows include films from the NFAI collections, Panorama Films, Class Foreign Films, etc. This activity has been taken up in collaboration with the National Film Archive of India and Nehru Centre.

National Film Library

The Corporation has set up a well-stocked library with not only magazines and books but also serious journals, works of eminent Critics, International Publications, rare Books, rare document soriginal scripts of great Masters, Posters, Publication materials, reference works, etc. Apart from Books and Magazines, varous publications brought out by the NFDC/Directorate of Film Festivals on the ocassion of Internatonal Film Festivals including the posters are aso available in the Library.

Research & Development Unit

Though no regular Research & Development Unit was constituted under the NFDC, various steps were taken to implement the concept of R & D. Several measures have been taken to encourage local entrepreneurs to design equipment that would substitute imports. These include a Film Cleaning machine, a Universal Counter for reading footage and frames, theatres, temperature, Controllers and several electronic and mechanical parts for Subtitling Machines etc.

Various designs for Theatre Construction were prepared and compilation of Statistics on Import Distribution and Exhibition activities was undertaken. The R&D Cell in the Corporation has already brought out a booklet 'COUNTRY PROFILES' for use by all concerned in the field of Exports.

FILMS DIVISION

Films Division is the largest national agency devoted to the production and distribution of documentaries and news magazines. In 1948, just one year after India achieved its Independence, the Films Division was set up to revive the production of newsreels and documentary films. In the last thrity eight years, the Films Division has reflected the national life and aspirations of Indian people, has inspired national pride and has involved people in the national efforts towards progress.

James Beveridge, the world known short film maker aptly described thus, "The whole evolution of historical and contemporary India since Independence...all the projects, plans developments, events, crisis, upsets, good advice, national campaigns, urgings and scoldings and songs of praise and delight in India's formidable heritage are reflected in the films and newsreels. So is the mood of the time of each season, of determination, grim-purpose, ebullience, successes, set-backs and disasters, emergency, war, crisis, accomplishments and pride......"

The Films Division produces news magazines, documentaries, 16mm feature films for rural audience in rural languages, cartoon films and educational-cum-instructional films for Agriculture, Defence, Family Welfare and for all other departments of the Government of India.

The distribution outlets for these films are:

1. Theatrical circuits with about 13000 cinema theatres with a weekly captive audience of 10 millions.

2. Non-theatrical circuit consisting of the Field Publicity Units going to the remotest areas where no other audio-visual medium reaches. These field publicity agencies are: mobile units of the Directorate of Field publicity, Govt. of India the Agricultural Extension Units; Family Welfare Exhibition Units and mobile field units of the State Government departments. Other non-theatrical exhibition channels are educational institutions, industrial houses, social and cultural organisations, film societies and the like. It is estimated that about 40 million rural audiences are exposed to Films Division's films every week.

3. The Doordarshan network (both the regional and national hook-up).

The exploitation of the foreign exhibition channels is through the Indian

Embassies, television network Government departments, educational, cultural and social organisations.

Films Division's films are entered in over 50 international film festivals round the year and they draw the attention of the film buffs by winning awards. Just for the record, Films Division's films have won nearly a thousand awards from abroad and national competitions over the years.

Production Wing

The Division manages its production through in-house directors and also involves and associates the talent from the open market in quite many a film.

During the period from April 1986 to March 1987 Films Division has produced 110 films on various subects like India's struggle for Independence, publicity for National Family Welfare Programme, Communal Harmony, National Integration, Tribal Development, Science and Technology, Sports and Adventure etc.

The Division continued to produce and release documentary films in cinema houses all over the country under the series of films on 'India's struggle for Independence', most of which were also telecast on Doordarshan's national hook-up and were received well by the audiance. Every year a minimum of 26 documentary films were released on our theatrical circuits.

The Division has undertaken a special project for production of short/documentary films for the forthcoming Festivals of India in USSR, Japan etc. Under this project 13 films on various subjects are to be produced through independent producers.

The Division has also undertaken the production of a serial of 30 episodes on Science viz. "Astronomy—An eminent scientist Dr. J.V. Narlikar. Under the series, nine films are under active production which eventually will be telecast on the National hook-up of Doordarshan.

The Division has also started production of films for children. Eminent personalities from the film industry have already been associated in the production of some of these film. Two films in the series are under active production and the same will be telecast on Doordarshan.

The Films Division has continued with the production of one hour rural based featurette films in16mm in languages of Eastern and Southern Regions of the country including various dialects of the tribal and other backward areas at its two Regional Production Centres at Bangalore and Calcutta. This programme reflects Films Division's concern in reaching out to the people in the far flung areas and backward areas of the country with

appropriately designed socio-economic message couched in the form of films in local dialects. From inception till date, these Regional Production Centres have produced 48 featurettes. Two featurettes namely "Alokar Abhan" and "Baan" have won Natonal Awards as the best regional films.

As a part of implementation of Indo-Mongolian Cultural Exchange Programme for 1984-85, Films Division has undertaken co-production of a film on "Mongolian People's Republic" with the Government of Mongolia.

The Division continues to make films on family welfare as a part of publicity for the implementaton of National Family Welfare Programme.

The bulk of the documentary films are produced through the departmental units of the division. With a view to encourage the documentary movement in the country, about 40-50 films are got produced through independent producers. Apart from this, the Division also purchases some ready made films and receives some of them as donation. During 1986-87, the Division produced 6 Black & White films and 79 colour films, One Black & White film and 24 colour films were got produced through outside producers.

CartoonFilm Unit

The Division has a separate unit for making cartoon films. The unit is staffed and equipped to produce four cartoon films every year, in addition to preparing animation sequences for documentaries and news magazines.

Newsreel Unit

This unit is responsible for producing news magaznes which cover important national as well as international events and stories of human interest. The Division has produced 28 news magazines.

The Division has informal exchange arrangement for free exchange of news material with 17 International Newsreel Organisations.

Distribution Wing

The Films Division undertakes theatrical distribution of documentaries and news magazines through cinema houses in the country which are required to exhibit 'approved films' not exceeding 609.8 metres (2000 ft.) under the compulsory exhibition scheme. Either a documentary film or a news magazine is released every week in 14 Indian languages besides Hindi and English. During 1986-87, 12,732 cinema houses were supplied with 44,102 prints of approved films. Besides distribution under the compulsory exhibition scheme, prints both in film and in video are sold for non-commercial use both in India and abroad. 17,431 prints were sold for non-commercial use to various parties including Departments of Family Welfare

Doordarshan and Ministry of External Affairs for use by Indian Missions abroad.

The Branch Offices of the Films Division have film libraries of 16mm prints of documentary films and newsreels. During 1986-87 5,330 prints were supplied to 1,781 borrowers for film shows which witnessed by over 33,53,354 persons. Besides, the Branch Offices also held 31 film-shows in various parts of the country for special invitees and Press.

Participation in International Film Festivals

From April 86 to March 87, the Division participated in 40 international film festivals by entering 112 films and received a number of awards (for awards see relevant appendix).

The Films Division has pursued its novel venture of organising Festivals of its films in the capitals of various States with the cooperation of the States concerned. The aim is to bring the rich treasure that the Films Division is having, for the use of educational institutions in particular and people at large. Six such festivals were organised at Bombay, Calcutta, Lucknow, Madras, Bengalore and Jaipur. The Festivals evoked tremendous response.

FILM AND TELEVISION INSTITUTE OF INDIA

The Film and Television Institute of India (FTII) located at Pune imparts technical training in the art of film making and provides inservice training to the personnel of Doordarshan.

The Institute conducts three-year specialisation courses in (1) Motion Picture Photography, (2) Film Direction, and (3) Sound Recording & Sound Engineering with one year integrated training. The course in Film Editing is of two years' duration with one year integrated training. During 1987-88, there were 76 students on the rolls.

Television training is imparted in (*i*) TV Programme Production (*ii*) Studio Technical Operations (*iii*) TV Film and (*iv*) TV Graphics and Design. During the period under consideration a total number of 170 (81 for 28th batch and 89 for 29th batch) trainees received training in the 28th and 29th batches of Television Training Course.

Publication

The Film and Television Institute of India has completed 25 years of its existence. An exhaustive catalogue of films produced by the Institute during 1964-1987 was published in August 1987.

Film Appreciation Course

The 23rd Film Appreciation Course was conducted by the Institute in

collaboration with the National Archive of India. Seventy participants comprising mainly journalists, university teachers, media officials and film society members participated in the course which took place from 23rd June 1987 to 18th July 1987.

Participation in Film Festivals

(1) For the Indian Panorama of Filmotsav '88 at Trivandrum, thirteen films made in 1987 were entered. Of these six films were selected and shown in the Indian Panorama. The films are:—

(*i*) The Eight Column Affair—Sriram Raghavan

(*ii*) Wide Angle—Surender Chaudhary

(*iii*) Oasis—Christopher Rego

(*iv*) Dhaara—Suresh Chabria

(*v*) Var Var Vari—Kumar Shahani

(*vi*) The Monkey's Paw—Vithoune Sundara

At the Filmotsav '88—Trivandrum a Retrospective of student films was arranged at Kala Bhavan on 16th, 17th and 18th January, 1988. Selected twenty five award winning student films covering the period 1964-1987 were shown to Festival delegates and press. A Souvenir was brought out on this occasion by the Institute.

(2) The Institute has entered the film "The Eight Column Affair' by Sriram Raghavan for the 15th Annual Student Film Awards organised by the Academy of Motion Picture Arts and Science and CILECT.

(3) The student film 'Bodhvriksha' (Wisdom Tree) was entered for the Melbourne Film Festival, 1987.

(4) The Institute sent four student films viz.;

(*i*) Sard Hawaen—Anil Srivastava

(*ii*) Bodhvriksha—Rajan Khosa

(*iii*) Suman—Madan Bavaria

(*iv*) Awashesh—Girish Kasarvaili

for the Festival of India in U.S.S.R.

The film 'Prisoners of Circumstances' represented the Institute at the Festival of India in Sweden.

(5) The Institute participated in the 9th International Student Film Meeting at Karlovy Vary. Two student films viz. (1) Bodhvriksha by Rajan Khosa and (2) Ayonija by Mandira Mitra were sent to Karlovy Vary as representative film work of the Institute. The two member delegation comprising (*i*) Shri John Sankaramangalam, Dean (Film) and a final year student Miss Maya Rao attended the meeting.

(6) The student film 'Bodhvriksha' (Wisdom Tree) was invited for the Retrospective of Best Student Films to be organised within International Film Festival of Brussels.

(7) The Institute entered four films (*i*) Anukram (*ii*) Dhaara (*iii*) Var Var Vari and (*iv*) Lasya at the 34th Oberhausen Film Festival. Of these the film 'Lasya' won one of the six main awards for the 'Best Short Fiction Film'.

(8) All the fourteen student films of 1987 were entered in the 35th National Film Festival 1988. The film 'The Eight Column Affair' won the National Award.

(9) For the Montreal World Film Schools Festival the Institute has entered three student films viz.,

(*i*) Ayonija—Mandira Mitra

(*ii*) Silence—Sagar Sangam Sarkar

(*iii*) Awashesh—K.G. Girish

(10) The films—(*i*) Dhaara (*ii*) Var Var Vari (*iii*) Lasya (*iv*) Mithya and (*v*) Ayonija are entered for the 17th Rotterdam Film Festival.

Trade Show

With a view to introducing the work done by the FTII students, a show of student films made during 1983-84 wasarranged on 27th, 28th and 29th April, 1987 at the Films Division Auditorium, Bombay.

CHILDREN'S FILM SOCIETY, INDIA

The Children's Film Society, India (CFSI) was established in 1955 as an autonomous body with the objective of promoting and encouraging the Children's Film Movement in the country. The aim is to provide the children and the young people, films with clean and healthy entertainment. With this motto the organisation is engaged in production, acquisition, distribution and exhibition of the films suitable for the children and young people.

The main office of the Society is at Bombay and zonal offices are at New Delhi, Madras and Calcutta. The activities of the Society are controlled and guided by the Executive Council and General Body which are headed by a common Chairman. The members of these two bodies are nominated by the Government of India.

Since its inception the CFSI has produced & acquired a huge collection of 240 films out of which 105 are feature and 145 are short films.

During the year 86-87 week-long film festival were organised in several district places in collaboration with district aurhotities and welfare organisation. In total festivals were conducted in 25 centres all over India covering about 3.63 lakh children audience and yielding a revenue of Rs. 2.34 lakhs.

The pilot project to reach the rural children in Maharashtra by means of a mobile film unit is in operation and during the year 86-87, 39 shows were organised in 2 districts covering an audience of 14188 thereby contributing a sum of Rs. 9334/- to the Societies resources.

CFSI could cover 22.14 lakh children audience and the revenue earned by the Society was Rs. 17.24 lakhs.

The Society has reoriented its distribution pattern and launched a new programme to carry cinema to the rural and urban areas to involve greater participation of younger generation in Children Film Movement.

International Film Festival: The society organises festivals in India and participates in important International Film Festivals abroad. In India, the first International Festival was arranged in Bombay in 1979, second in Madras in 1981, third in Calcutta in 1983, fourth in Bangalore in 1985 and the fifth in Bhubaneswar in 1987.

In the year 1981, the Indian festival was accorded 'A' category status by the International Centre of Films for Children and Young People (ICFCYP), Paris. The International Federation of Film Producers Association (FIAPF—Paris) has recognised these festivals as a "Specialised Competitive Film Festivals of feature and short films.

PHOTO DIVISION

Photo Division of the Ministry of Information and Broadcasting is the largest photographic unit of its kind in the country. Its annual production is over 6 lakh photographic prints which are used for both internal and external publicity. The Division has a valuable collection of photographic negatives of archival value relating to the major news events as well as a collection of photographs showing socio-economic developments in

the country. The captions and the positive prints albums are maintained in a separate photo library under the Press Information Bureau. The library is the main feeding channel to the outside agencies. The Division has a well equipped colour laboratory to meet the requirements of colour prints.

The Division supplies newsworthy black & white photographs of important national and international events to the Press Information Bureau for distribution to the press in India and Indian Missions abroad. Officers of the Division accompany the Prime Minister and other VIPs abroad for photo coverage of their tours and transmit radio photos of their coverages for publicity in the Indian Press.

Photographs are supplied to the Directorate of Advertising and Visual Publicity, a sister media unit, on national events and subjects like national integration, family welfare, communal harmony, 20—point programme, etc. for display in exhibition throughout the country.

Photographs of cultural and tourist interests are supplied to the Publications Division for reproduction as illustrations in their publications. Special Photo albums are prepared for presentation to the foreign dignitaries visiting India. Photographs are supplied free to the Press, but on payment to various Government Departments, non-publicity organisations and members of public.

The Photo Division has its main office at New Delhi and Regional Offices at Bombay, Calcutta, Madras and Guwahati.

During 1987-88 extensive photo coverae was provided to the P.M's visit to Moscow in connection with the Festival of India, visit to Canada, USA, Nepal for the 3rd SAARC Meet, Japan in connection with the Festival of India and Burma.

Photo coverage was also undertaken of the Vice President attending the funeral of Badshah Khan at Jalalabad. Vice President's visit to Mauritius was also covered.

Photo coverage to the P.M's visit to the interior tribal areas in Nagaland, Madhya Pradesh, Andhra Pradesh, Meghalaya, Tripura, Gujarat, Maharashtra, West Bengal etc. were also made and photographs released to the Press for distribution all over the country through Press Information Bureau. Photo Division also undertook photo coverages of the visits of Heads of States and Govt./VIPs' and delegations from abroad. Special photo albums were prepared of these state visits for presentation to the foreign heads of states at the end of their visits.

In collaboration with the UNICEF, Photo Division undertook an

extensive photo coverage of the drought affected areas and relief measures and Child Welfare Programme in Rajasthan and Gujarat states.

Coverage of the deadiction education programme in different NDMC Clinics was also undertaken and prints supplied for exhibition.

PRESS COUNCIL OF INDIA

The Press Council of India derives its authority directly from a Parliamentary enactment and functions as an independent, impartial and a regulatory body.

As its prime objectives it has, on the one hand to preserve the freedom of the press and to check any development likely to restrict the free flow of information and on the other it seeks to maintain and improve the standards of the press and to ensure its independent functioning.

In keeping with these objectives, the Council entertains complaints under Sections 13 and 14 of the Press Council Act, 1978. In addition, the Council takes suo motu action where it finds the freedom of the press to be endangered or proper standards not being maintained by the press.

The Council comprises of 28 members besides the Chairman. Twenty out of the 28 members are professional journalists. Of the remaining eight, one each is nominated by the Bar Council of India, the UGC and the Sahitya Academy and five M.Ps. are from the two Houses of Parliament; three from the Lok Sabha and two from the Rajya Sabha.

The Council functions primarily through its Committees; the most important and active being the Inquiry Committees, which dispose of complaints filed before the Council against the press or by the press against various authorities, including government. These Committees held 12 sittings during the year 1987-88.

Of a total of 446 complaints filed in the year 1987-88, 308 fell under Section 14 and 138 under Section 13. Further 301 matters had been pending consideration. Out of these 747 cases, the council disposed 424 matters at the preliminary stage, While 188 matters had been disposed of by way of adjudication between April 1987 to March 1988.

In one important adjudication the Council formulated and recommended to the authorities certain guidelines to be observed while choosing newsmen to cover official tours of the Prime Minister and the VIPs to ensure fair coverage. (Annual Report 1987, P. 56).

The Press and Registration Appellate Board (PRAB) functioning under the Chairmanship of the Council's Chairman Justice A.N. Sen with Shri Ashok Tandon as member considered 14 appeals field against the orders

of the DM for non-authentication or cancellation of the declarations of the Appellant newspapers.

The Chief Minister of Karnataka had sought the opinion of the Chairman, Press Council of India on the two Karnataka Bills, namely, the Karnataka Freedom of the Press Bill, 1988 and the Karnataka Legislature (Press, Privileges and Immunities) Bill, 1988. These bills are under consideration by the Council.

The Council initiated process for the reconstitution of the Council towards the end of the year 1987 for the fourth three-year term with regard to nomination of 20 professional members on the Council.

In order to inform the public of its activities the Council also brought out its quarterly journal. "The Press Council of India Review." Besides carrying informative articles on various topics vis-a-vis the press, the journal includes the adjudications rendered by the Council, thereby serving as a link between the press, the public and the Council.

RESEARCH AND REFERENCE DIVISION

Headed by a director, the Research and Reference Division is the chief source of information for the Ministry of Information and Broadcasting, its media units and their field offices. The information provided by this Department in the form of 'background to the news' 'reference papers' etc. is utilised by the Ministry and its media units for projecting the policies and programmes of the Government and for highlighting the schemes and plans for the economic development of the country. Study of the trends in mass communication is another notable activity of the Division which maintains a reference and documentation service on mass media. The Division, in a way, is an information bank as well as information feeding centre for the media units in their programmes and publicity campaigns.

Established first in May 1945, the Division was abolished the same year due to a cut motion in the Legislative Assembly. It was revived on August 8, 1950 with the following specific objectives:

(*a*) To undertake research on matters of publicity.

(*b*) To provide guidance and background notes on current affairs and other topics.

(*c*) To build up a compendium of knowledge on important subjects, and

(*d*) To prepare publicity material for the use of various media units of the Ministry of Information and Broadcasting.

The Division also issues biographical sketeches of eminent Indians in various fields. Preparation of fortnightly "Dairy of events" on events of public importance is another regular service provided by the Division.

'India-A Reference Annual' is a comprehensive book compiled by the Division and includes information on India's geographic and demographic features, its polity and economy and its plans and programmes for the socio-economic development of the country. It is an authentic refrence book on India.

Another reference annual brought out by the Division is "Mass Media in India"—a standard work on mass communication. Apart from having essential and latest data on different media such as the press, radio, television and films, the annual also contains articles especially written for it by experts in the field of mass communication.

The Division continues to maintain and update its reference materials and regularly issues its various services both in English and Hindi. During the year 1987-88 the Division issued 14 backgrounders, 10 fact sheets and 8 Reference Papers. Prominent among them were; in Indira Gandhi and Disarmament, Indo Sri Lanka Peace Accord, Fair Deal to Minorities, War on Poverty, Jawahar Lal Nehru on Secularism, Communalism, Non-Violence and National Integration, Quotable quotes on "India of Tomorrow" and Mass Communication in India.

In addition, the Division also brought out biographies of Pandit Govind Ballabh pant, Dr. Sarvapalli Radhakrishnan and Abdul Kalam Azad.

The Division has a news index and a reference service based on articles from 65 important periodicals. Important news items, articles, editorials from 13 metropolitan and mofussil daily newspapers are clipped, classified under various subject-heads and indexed. Material received from different sources like, the Press Information Bureau, All India Radio, Parliament Secretariat etc. is classified and mentioned for reference.

The Division has a well-stocked reference library with about 55,000 reference works, Government reports and documented material for the use of the mediamen and also to supplement its own activities. About 200 Indian and foreign periodicals are received in the library.

The Documentation Centre as a part of the Research and Reference Division was set up in 1976 with a broad objective to collect, interpret and disseminate information about the events and trends in mass media such as the press, radio, television, advertising, traditional and folk media and different media units of the Central and State Governments. The centre documents and indexes all news items, articles and other material concerning all aspects of mass communication in the country. For the dissemination

of information collected by it, the centre has nine regular services:- (*a*) Current Awareness Service, (*b*) Reference Information Service, (*c*) Bibliography Service, (*d*) Who's who in Mass Media, (*e*) Honours conferred on Mass Communicators, (*f*) Newspaper Clipping Service, (*g*) World Media Service, (*h*) Media Memory and, (*i*) Bulletin on Film. Besides, the centre also brings out special reference papers on Mass Communication subjects.

REGISTRAR OF NEWSPAPERS FOR INDIA

Established on July 1, 1956, the duties and functions of the Registrar of Newspapers for India are defined in the Press and Registration of Books Act, 1967 (PRB Act). Apart from these duties, some additional responsibilites have been assigned to RNI over a period of time. The RNI has both statutory and non-statutory functions. The statutory functions are: (*i*) To compile and maintain a register of newspapers containing particulars about the newspapers published in the country (*ii*) to issue certificates of registration to the newspaper, (*iii*) to inform the Magistrate about the availability of titles for proposed newspapers, (*iv*) to ensure that the newspapers are published in accordance with the provisions of the Act to watch their regularity, (*v*) to study the annual statements filed by the publishers of newspapers containing information about circulation, ownership, etc., (*vi*) to check the circulation claims of newspapers, and (*vii*) to submit to the Government on or before 30th September each year, a report containing information and statistics about the Press in India for the previous year, with a particular reference to the trends in circulation and in the direction of common ownership units.

Non-statutory functions include : (*i*) Formulation of Newsprint Allocation Policy and allocation of newsprint to newspapers, and (*ii*) assessing and certifying the essential needs and requirements of newspaper establishments in regard to printing and composing machinery.

Newsprint Allocation Policy

The Newsprint Allocation Policy for the years 1986-87 and 1987-88 was announced on 13.11.1986 with the following salient features:

(*i*) The Policy is based on the principle of self-reliance. The imported newsprint will supplement the domestic production;

(*ii*) It is essentially a need-based Policy. Each newspaper will be supplied This is consistent with the Government's commitment for promoting the growth of the Press ;

(*iii*) Due to constraints of foreign exchange resources, it had not been possible to service the entire newsprint allocated to the newspapers

since 1982-83. The newspaper industry has been agitating for releasing this backlog. After a careful consideration, it has been decided that the entire accumulated backlog of unserviced newsprint from 1982-83 onwards will be released in a phased manner over a period of 3 years by supply of indigenous newsprint;

(*iv*) Consistent with the Government's desire to encourage the growth of small and medium newspapers, newspapers with an annual entitlement of upto 300 MT will get their entire requirement in imported variety. However, with a view to encourage the growth of the Press, the practice of requiring a fresh applicant to furnish a bank guarantee has been dispensed with. Also an overall growth rate of 5% has been allowed to accommodate the requirements of fresh applicants and those arising from increase in circulation of existing papers;

(*v*) As self-reliance is the corner stone of the Government's policy in various fields, it is, therefore, imperative that the indigenous industry receives due encouragement. Consistent with this approach, the Policy provides for ensuring that the indigenous newsprint is lifted regularly by the newspapers. To achieve this objective under the new Policy, a monitoring system has been introduced; the validity period of authorisation of the allocation of indigenous newsprint has been reduced to 3 months on a uniform basis. Further, it has been provided that if a newspaper fails to lift the indigenous quota of newsprint allotted to it, it will, to that extent, forfeit its entitlement in respect of the imported newsprint. Similarly, a newspaper which is found to have given a false certificate about the lifting of the indigenous quota shall be liable to be debarred from getting any further allocation of imported newsprint.

(*vi*) Lastly, it may be mentioned that it would be the constant endeavour of the Government to make available adequate newsprint to the bonafide users. For this, we solicit the cooperation of the newspaper industry. At the same time, it has been considered appropriate to devise certain administrative measures for this purpose. The Policy, therefore, provides that where a newspaper is found to have furnished a false declaration about its circulation, it may be debarred from allocation of newsprint for a specified period which may extend upto one year.

During 1986 as many as 15008 references were received from various Magistrates for verification of titles for new publications. Of them, titles were found available for 6246 cases. In the remaining 8762 cases, the concerned Magistrates were advised to ask the intending publishers to

suggest alternative titles as newspapers under the same or similar titles were already in favour of other publications.

A total of 968 newspapers/periodicals were registered during 1986.

Nine applications were received in 1986. Essentiallity certificates were issued for import of printing, composing and allied machinery valued at Rs. 4,28,85,429 in favour of these newspaper establishments.

During the year 1986-87 as many as 2267 Newspapers/Periodicals were alloted newsprint and their total entitlement was 5,28,033 MT.

NATIONAL FILM ARCHIVE OF INDIA

The NFAI, a media unit of the Ministry of Information and Broadcasting, Govt. of India, established in February 1964 with the primary objective to acquire and preserve the heritage of National Cinema and the best of World Cinema is entering its silver jubilee year in 1988. The Archive has made considerable progress in preservation of film/audio/video, documentation, research and dissemination of Film Culture.

The Archival collection as on 31st December 1987 include Films 10,705, Video Cassettes 64, Books 16,611, Periodicals 214, Scripts 15,723, Pamphlets/folders 6,401, Press Clippings 29,916, Stills 64,747, Wall posters 5,421, Song booklets 3,753, Disc records 1,819, Audio tapes 55, Micro films 1,951, Slides 123.

Notable among its acquisitions are several early Indian/International, silent/Talkie films as also recent award winning films and representative works of some of the masters of World Cinema. The Archive holds regular screenings of classic films, organises regular courses in Film Appreciation at Pune and other centres, thereby providing a platform for analytsical discussions which in turn stimulate a serious interest in the systematic study and understanding of Cinema as a medium of art and communication. Thirteen such courses have so far been held at Pune and over 800 people from various walks of life have attended and benefitted by them. Apart from this five week full time annual course at Pune, the Archive organises, assists in conducting on an average four to five short courses in various parts of the country.

Due to copyright and other restrictions, majority of films in the Archive collection can be used only for study screenings within the Archive premises and for special screenings arranged under the auspices of the Archive outside. However, the Archive continues to man a Distribution Library of Indian and International film classics, which are loaned to film societies and film study groups in different parts of the country for non commercial study screenings. The Distribution Library members include film societies, educational institutions and cultural organisations.

The Archive sponsors periodical research projects pertaining to the study of various aspects of Indian Cinema. Tape recorded interviews with film pioneers are also maintained to build up an oral history of Indian Cinema.

The NFAI is a member of the International Federation of Film Archives (FIAF) which coordinate the functioning of our Sixty Film Archives in various countries. FIAF also collaborates with UNESCO for organizing regional seminars and workshops for Development of Film Archives in Asian region and building up a computerised data base for Film and Television production in the Asia Pacific region.

With headquarters at Pune, the NFAI has at present three regional offices functioning at Bangalore, Calcutta and Trivandrum.

INDIAN INSTITUTE OF MASS COMMUNICATION

Indian Institute of Mass Communication was set up on 17 August 1965 as a centre for advanced study in mass communication. It was established in pursuance of the recommendations of a team of UNESCO experts which stressed the need for urgent and effective mass communication to accelerate social change in developing countries.

The Institute was registered on 22 January 1966 under the Indian Societies Registration Act 1860. It is an autonomous body, deriving funds from the Government of India through the Ministry of Information and Broadcasting. It is managed by a society which is reconstituted every two years.

The Institute conducts training and teaching programmes organises seminars and contributes to the creation of an information infrastructure suitable for India and other developing countries. The Institute provides its expertise and consultancy services to other institutions in the country and collaborates with those abroad.

The Institute conducts two training courses and four diploma courses; They are: (1) Orientation Course for Officers of the Indian Information Service (Group A); (2) Broadcast Journalism Course for Personnel of AIR and Doordarshan; (3) Post-graduate Diploma Course in Journalism; (4) Post-graduate Diploma Course in Advertising and Public Relations; (5) Post-graduate Diploma Course in Journalism (Hindi) and (6) Diploma Course in News Agency Journalism for Non-aligned Countries. In addition to the Indian students, candidates sponsored under various Government of India Technical Assistance schemes are also admitted to the Post-graduate Diploma Course in Journalism. The Diploma Course in News Agency Journalism is essentially for working journalists from developing countries, but nominees of the two national news agencies are also admitted to this course.

In addition, the Institute conducts a number of short-term courses in areas of special interest.

An Academic Council advises the Director on all academic programmes.

The Institute has a well-equipped Library and a documentation unit; Audio-visual facilities have been developed to meet specific training needs. A laboratory press caters to the training and publication needs of the Institute. The Institute brings out two quarterly journals, *Communicator* in English and *Sanchar Madhyam* in Hindi, besides other publications.

The Department of Communication Research and the Department of Evaluation Studies contribute towards the understanding of the communication process, its practices, and their wider social economic and political implications within the Indian context.

Media Organisations

STATE GOVERNMENTS AND UNION TERRITORIES

States

ANDHRA PRADESH

Capital: Hyderabad, *Principal languages*: Telgu and Urdu. *Area*: 2,75,968 Sq. kms. *Literacy Percentage*: 29.94, *Number of Newspapers*: 1,337 (Dailies 114). *Circulation of Newspapers*: 3198000 copies of 406 newspapers. *Principal dailies*: Eenadu, Telugu, Hyderabad (99,586), Eenadu, Telugu, Vijayawada (84,220), Andhra Jyoti, Telugu, Vijayawada (64,927), Andhra Jyoti, Telugu, Hyderabad (65,660), Deccan Chronicle, English, Secunderabad (54,151). *Radio Stations*: Hyderabad, Adilabad, Vijayawada, Visakhapatnam, Cuddapah. Doordarshan Kendras: (*i*) High Power Transmitters (HPT)—Hyderabad, Vijayawada, Vishakhapatnam; (*ii*) Low Power Transmitters (LPT)—Kakinada, Tirupati, Nellore, Cuddapah, Karimnagar, Nizamabad, Warangal, Rajhamundry, Kurnool, Anantapur, Adoni, Mahbubnagar, Proddatur, Ongole, Khamama; *Relay Centre*: Nil. Number of Cinemas: 2597.

Organisation: The Information and Public Relations Department of the State Government is now headed by a Director of Information and Public Relations and Ex-Officio Jt. Secretary to Government. The Department has fourteen Sections: (*a*) Press, (*b*) Publications (*c*) Photo (*d*) Plan Publicity (*e*) Advertisements (*f*) Films (*g*) Song and Drama (*h*) Exhibitions (*i*) Radio Engineering (*j*) T.V. Section (*k*) State Information Centre (*l*) Administration (*m*) Accounts and (*n*) Inspection.

Budget: Budget provision for the department during 1987-88 under Non-Plan was 7.49 crore and plan Rs. 0.61 crore Total Rs. 8.10 crores.

Press Publicity: During 1987-88 Press releases issued were 4,075 and Photographs released: 12,300.

Field Publicity: The District Public Relations Officers and Divisional Public Relations Officers look after field publicity in their respective jurisdiction.

Song and Drama: Traditional art forms like Harikatha, Burrakatha, Gollasuddulu, Oggukatha etc., are being continued to project Government policies and developmental programmes to have better reach to masses in rural areas. Special cultural programmes and video cassette recorded programmes, utilising the services of professional artistes, were also introduced. Dramas entitled "Bharathi" and "Praja Devata" were specially written for presentation in the villages to counteract the activities of extremists.

Advertising: Issuance of classified and display advertisements of State

Government's various departments/undertakings is centralised in the Directorate. During 1987-88, 94 display advertisements and 3,664 classified advertisements were issued.

Publications: Monthly periodicals 'Andhra Pradesh' was replaced by 'Telugu Velugu' monthly and Telugu Velugu monthly was also stopped. During the year 1987-88, A New Fortnight Journal in Telugu entitled "Telugu Samacharam" containing development activities of the Government was published. The Fortnight journal was the largest circulated. During 1987-88, 15 Adhoc Publications on developmental activities were broughtout.

Exhibitions: Periodical exhibitions highlighting the progress of the State in historisal and cultural fields are arranged.

Information Centres: There are five State Information Centres functioning one each at New Delhi, Hyderabad, Vijayawada, Visakhapatnam and Tirupathi. District Information Centres are also functioning at district headquarters.

Research and Reference: A well equipped reference library with over 15,000 books and reports is there in the department. The library is being used by the public and journalists.

Feedback Services: During 1987-88, the department furnished 22,299 clippings from English, Telugu, Urdu and Hindi newspapers to the Ministers and Government departments concerned to keep them abreast with the trends in public opinion.

Coordination: There are State and District level publicity coordination committees which coordinate with Central media organisations. Some public sector undertakings and departments have their own publicity wings.

State Level Awards: To encourage the production of films of high aesthetic and technical standards and films of educational or cultural values, the Government instituted in 1964 the scheme of State Awards to best films produced in Telugu every year. Awards for the year 1987 were given on 18th March'88 at Hyderabad. The State awards are given to the following categories: (*i*) Feature Films (*ii*) Documentary Films (*iii*) Children's Films, and (*iv*) Educational Films.

ARUNACHAL PRADESH

Capital: Itanagar: *Principal languages*: Monpa, Miji, Aka, Sherdukpen, Bangni/Nishi, Apatani, Tagin, Hill Miri. Adi-Gallong, Khampti, Nodu, Idu, Tangsa, Wancho. *Area*: 48,743 Sq. kms. *Population*: 6,31,839. *Literacy percentage*: 20.79. *Number of Newspapers*: (N.S.) *Circulation*

of Newspapers: (N.S.) Principal Dailies: 'N.S'. *Radio Stations*: Passighat, Tawang, Tezu, Itanagar. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Nil; (*ii*) Low Power Transmitters (LPT)—Itanagar, Passighat, Along, Namsai; (*iii*) *Relay Centres*: Nil. *Number of Cinemas*: 6.

Organisation: The Directorate of Information and Public Relations is headed by a Director, who is assisted by 2 Deputy Director and 1 Assistant Director. It has nine sections, namely (*a*) Projection Cell (*b*) Community Listening Cell (*c*) Artist Cell (*d*) Publication Cell (*e*) Song and Drama Unit (*f*) Photographic Cell (*g*) Film Production Cell (*h*) Government Printing Press and (*i*) Tourism.

Budget: Actual budget grant for 1988-89—Rs. 107.09 lakhs.

Press Coverage/Publicity: Director, Deputy Directors, Assistant Director and all the District Information and Public Relations Officers cover VIP visits, important social functions and developmental activities. They are provided with press bearing identity cards for this purpose.

Projection Cell: The department has 35 projection units all over the State with necessary staff. Every Projection Unit organises at least 15 film shows a month. Photo exhibitions are also put up from time to time.

Photo/Films: During the period of 1st April 1987 to 31st March 1988, 1 (one) colour documentary film was produced to show this film at Bombay, Pune, Aurangabad and Nagpur in connection with Arunachal Darshan in Maharashtra. A photographic exhibition was held during these period. depicting various developmental activities, land and people of the state. An 'U' matic video camera was also purchased alongwith its editing facilities to meet the requirements of various organisation and Doordarshan. Equipment and materials to set up a colour laboratory (still) were also procured. The Directorate took up one hundred (both black and white, colour) photo coverages and 10000 prints were made. 20 Nos. 3'×5' blow up photographs were made for 'Bharat Utsav' which was held at Moscow.

Publications: The department has got two regular publications namely: the 'Arunachal Review' (renamed), bi-monthly magazine and 'Arunachal Newsletter', a fortnightly. The Directorate is responsible for publication of the 'Arunachal Pradesh Gazette' and 'Extraordinary Gazette'. It also publishes folders, pamphlets, booklets on publicity and tourism.

Song and Drama Unit: The Song and Drama Unit performs cultural programmes at various places within and outside the State.

Printing Press: Printing Press located in the capital prints all the publications brought out by the Directorate and all printed matters of the various departments of the Government of Arunachal Pradesh.

Information Centre: There is one Information Centre at the district headquarters in all the eleven districts.

Community Listening/Viewing Scheme: The administration has so far installed 1466+50 = 1516 community radio and 23 TV sets for community listening/viewing purpose in different parts of the state, of the 23 sets installed, 13 are the Direct Receiption Sets (DRS). In the 7th Plan 460 Community viewing TV sets allotted by the Ministry of Information and Broadcasting, out of 460 sets already reviewed 210 TV set, waiting for installation. There are 35 projection unit for viewing development programme through audio visual aides.

ASSAM

Capital: Dispur, *Principal language*: Assamese, *Aera*: 78,438 Sq. kms. *Population*: 1,98,96,843, *Literacy percentage*: 28.92, *Number of Newspapers*: 215 (Dailies 10). *Circulation of Newspapers*: 596000 copies of 68 newspapers. *Principal Dailies*: Dainik Assam, Assamese, Gauhati (51,419). *Radio Stations*: Guwahati, Silchar, Dibrugarh. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Dibrugarh, Silchar; (*ii*) Low Power Transmitters (LPT)—Tezpur, Nazira, Diphu, Jorhat; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 216.

Organisation: The State Information and Public Relations Department has a Director at its apex. He is assisted by three Additional Directors, two Joint Directors, two Deputy Directors and one Research Officer in conducting media exercises. Besides, there are also other officers in the department viz. Liaison Officer, Information Officer, Press Research Officer, Editor, Assistant Editor, Film Officer, Exhibition Officer (Senior), Producer, Publication Assistant, etc., who man the different media wings. The following nine functional units are under the Administrative control of the Director: (*i*) Press Liaison Section, (*ii*) Publications Section, (*iii*) Advertising and Visual Publicity Section, (*iv*) Field Publicity Section, (*v*) Cultural Affairs Section, (*vi*) Exhibition Section, (*vii*) Information Centres, (*viii*) Film and Photographic Section, (*ix*) Rural Broadcasting Section, (*x*) Research and Reference Section and (*xi*) Hill Wing.

At the District and Sub-Divisional level, there are 26 units of handle the field publicity work of the department. Further eight Sub-Divisional Information and Public Relations Office Units are likely to come up in the newly created sub-divisions shortly.

Press Liaison Section: This section is headed by Additional Director, Information and Public Relations, who is primarily responsible for arranging publicity through radio, press, etc. It continuously feeds both the local and outside press and news agencies with backgrounders, press

releases, handouts, etc. This section also scans newspapers and periodicals regularly as a feedback process. It keeps constant liaison with the development departments and provides them media support.

Publication Section: Publicity literature in the shape of booklets, folders, posters, etc., are being brought out by this section. Two monthly journals —'Osoma' and 'Assam Information' are published regularly. Another weekly newspaper 'Raijor Batori' (People's news) is also being published regularly. Besides, the Hill Wing publishes a fortnightly bulletin in Karbi, called 'Lamkidos'.

Advertising and Visual Publicity Section: The advertisement section mainly deals with the issue of classified and display advertisements to approved newspapers published from both inside and ourside the State. All the Government advertisements are routed through this Directorate. It also sponsors supplements from time to time to focus plans and achievemnts of the Government.

Under visual publicity, exhibitions on thematic subjects are put up both at state and national level as a regular programme. Hoardings, stickers and posters are also prepared by this section to project salient features of development and national integration programmes.

Field Publicity Section: All publicity coverages in the state of field level are carried out by the District and Sub-Divisional units, which are fully equipped with public address system, audio-visual equipments and necessary vehicles. They also organise group discussions, meetings, symposia, mass contact programmes and campaigns from time to time.

Cultural Affairs Section: The cultural troupe of the Directorate consisting of 20 staff artistes and a producer, present specially composed programmes both in urban and rural areas to put across the message of plan, development and national integration.

Information Centres: There are three Information Centres—One each at New Delhi, Calcutta and Guwahati to facilitate dissemination of information about Assam. These are put under Information Officer, who in turn is responsible for its proper functioning.

Film and Photographic Section: The Directorate has a film section of its own with a Film Officer, a Cameraman and necessary equipments. The unit undertakes production of documentary films on topical interest and arranges newsreel coverages of important events. The photographic unit with five photographers posted at headquarters, Jorhat and Silchar, provides photographic coverages of important events, programmes, etc., and feeds newspapers and exhibition section.

Rural Broadcasting: Although the Rural Broadcasting scheme has been discontinued since 1968, about 900 sets which were earlier installed in rural areas, are still being maintained and looked after. One Radio Engineer is primarily responsible for upkeeping of the scheme.

Hill Wing: An exclusive Hill Wing has been set up at Haflong under Additional Director, Information and Public Relations to look after the special publicity needs of the Hill region of the State.

Besides the above-mentioned units, there are other sections in the Headquarters, Office of the Directorate dealing with planning, establishment, accounts and technical and policy decisions. There is a full-fledged technical workshop attached to the Headquarters' office for maintenance of audio-visual equipments and public address sets.

BIHAR

Capital: Patna. *Principal language*: Hindi. *Area*: 1,73,877 Sq.kms. *Population*: 69,914,734. *Literacy percentage*: 26.20. *Number of Newspapers*: 994 (Dailies 212). *Circulation of Newspapers:* 31,79,000 copies of 309 newspapers. *Principal Dailies*: Aj, Hindi, Patna (94,697 Ranchi Express, Hindi, Ranchi (52,812). *Radio Stations*: Patna, Ranchi, Bhagalpur, Darbhanga. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Muzaffarpur, Patna; (*ii*) Low Power Transmiters (LPT)—Gaya, Munger, Dhanbad, Purnia, Bhagalpur, Jamshedpur, Darbhanga, Bettiah, Bokaro; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 231.

Organisation: The Department headed by a Director has following eight sections: (*a*) Press and Advertisement (*b*) Publications (*c*) Song and Drama (*d*) Periodicals, (*e*) Exhibition, (*f*) Film Productions (*g*) Maintenance and (*h*) Radio.

At the headquarters, the Director is assisted by a Joint and Deputy Director in charge of various media and Assistant Directors. The Film Section is headed by Film Production Officer, Maintenance Section by Maintenance Engineer and Radio Section by Radio Engineer. The Exhibition officer is in charge of the Exhibition Wing of the Department.

The department has constituted a service known as Bihar Information Service since April, 1981. The service has its cadre strength of 75 sanctioned posts.

In the filed, there are joint Deputy Directors of the Divisional headquarters and District Public Relations Officers at the District headquarters. Additional District Public Relations Officers are posted at many of the Sub-Divisional headquarters. Besides, there are two Press Advi-

sors, one attached with the Chief Minister, and the other in charge of Bihar Information Centre at New Delhi.

Song and Drama: The Song and Drama Section which utilises live entertainment media for creating an awareness among the masses in rural Bihar was set up in 1956 as an inbuilt coil of the Information and Public Relations Department. Today, it has become a major section of the Information and Public Relations Department. Besides headquarter unit, it has six divisional units posted at divisional headquarters. The basic theme handled by the section in these field programmes related to various aspects of national integration, communal harmony, democratic values and developmental activities. Special shows were organised on eradication of untouchability, family welfare, rural health scheme, village and small industries adult education and different aspects of socio-economic change. During 1987-88 the Headquarter unit of Song and Drama has performed 114 Cultural programmes and 16 plays.

Advertising: During 1987-88 the department spent about Rs. 2.13 crores on advertisements to the Press. During the period, as many as 691 display advertisements and 13707 classified advertisements were issued to newspapers and periodicals.

Publications and Periodicals : Three monthlies Bihar (English), Bihar (Hindi) and Bihar (Urdu) continued to be published from the headquarters and the 'Adivasi', a Hindi weekly and 'Hor Sambad', a Santhali weekly from Ranchi and Dumka respectively. Special issues of these journals are published on Independence Day and Republic Day. Publicity literatures such as poster, Booklets, leaflets on different developmental activities, National Integration and Communal Harmony numbering 43 were published during the period 1987-88.

Films : There are Ten Divisional units working under this section. A total of 80 units are functioning at Division and District, Sub-Divisional levels. During 1987-88, 900 films shows were organised which were witnessed by about 15 lakh people. About 7 thousand feet documentry Films were produced during the aforesaid period.

Exhibition : Exhibitions are organised in tribal areas also, which are visited by thousands of Adivasi and non-Adivasis. Besides small exhibitions are organised at sub-divisional and district level on regional developmental activities and cultural aspects. The exhibition wing is well equipped and has two mobile units at Ranchi and Muzaffarpur.

Information Centres : There is one State Information Centre at State level and seven Divisional Information Centres at the divisional headquarters, besides 71 information centres at district and sub-divisional levels. In all, there are 80 information centres. In Delhi, one information centre headed

by the Press Advisor is catering to the needs of parliamentarians, pressmen and the public with respect of news and materials regarding Bihar. It is equipped with teleprinter, T.V., Library facilities and also a photography section.

Field Publicity : 82 Mobile Units are fully equipped with cinema projectors, generators and publicity vans, Film shows are arranged with the help of these units. Ten Divisional Headquarter units are equipped with super power public address sets and equipments and 59 District Headquarter units with 78 pieces of high power public address sets. Besides, there are 170 low power public address sets in various sub-divisional units. Two exhibition wings are also fully equipped with cinema projectors, public address sets and other equipments for publicity. The units also arrange public meetings and group talks and launch intensive publicity campaigns on subjects of local and national importance.

Information Cell : For collecting developmental news from various departments with a view to giving adequate publicity at policy making stage, the Directorate has created an Information Cell. The cell is manned by officers of Bihar Information Service.

Research and Reference : This section maintains indexing and clipping serivces and library facilities at State Headquarters.

Feedback Services : Press reactions are analysed regularly. Public reactions are collected by field officers and compiled and sent to concerned departments for action.

GUJARAT

Capital: Gandhinagar. *Principal language*: Gujarati. *Area*: 1,96,024 Sq.kms. *Population*: 3,40,85,799. *Literacy percentage*: 43.70 *Number of Newspapers*: 738 (Dailies 46). *Principal Dailies*: Gujarat Samachar, Gujarati, Ahmedabad (2,60,274), Sandesh, Gujarati, Ahmedabad (1,53,038), Phulchab, Gujarati, Rajkot (1,00,870), Sandesh, Gujarati, Baroda (89,244), Gujarat Mitra & Gujarat Darpan, Gujarati, Surat (83,511), Time of India, English Ahmedabad (51,552). *Circulation of Newspapers*: 26,03,900 copies of 252 newspapers. *Radio Stations*: Ahmedabad, Vadodra, Bhuj, Rajkot. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Dwarka, Pij; (*ii*) Low Power Transmitters (LPT)—Vadodara, Surat, Bhavnagar, Patan, Baruch, Navsari, Bhuj, Palanpur, Amreli, Veraval, Sundarnagar, Ahwa, Godhra; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 620.

Organisation: The State Directorate headed by the Director of information, has 13 sections: (*i*) News, (*ii*) News Service, (*iii*) Advertisement, (*iv*) Publication, (*v*) Examiner of books and publications, (*vi*) Exhibition,

(*vii*) Mobile Publicity Van and Workshop Projection, (*viii*) Films, (*ix*) Information Centre, (*x*) Accounts, (*xi*) Administration, (*xii*) Rural Broadcasting, and (*xiii*) Research & Reference.

At the field level there are Information Officers headed by Deputy Director/Assistant Director at each district headquarters. There are also 42 Information Units each headed by an Information Assistant and 5 new are to be opened soon.

Publication: The Directorate publishes weekly 'Gujarati' and fortnightly 'Employment News' in Gujarati. Also the section publishes booklets, pamphlets, folders posters etc. During the year such 32 publications and 4 English issues of 'Gujarat' were published.

Examiner of Books & Publications: Examiner of Books & Publications section provide feedback services to the Government. It receives all the publications of the State. Examines them and prepares short notes, brief summaries of reactions of the people and sends them to the Government departments for necessary information and action. It also keeps close watch on objectionable, inflammatory and obscene presentations of press and takes necessary action according to the code of ethics to be voluntarily observed by the press.

Films: Film Section had made about 6317 films shows during the year, through districts and taluka offices and covered about 36,71,798 spectators. 7 news reels, 28 T.V. documentaries and 22 T.V. quickies have been made for government publicity during the year.

Exhibition: Exhibition section had held 20 State level and 3706 district and taluka level exhibitions during the year, for the purpose of publicity.

Advertisement: Advertisement section prepares advertisements on developmental activities of the State and progress made on various fronts, policies and programmes for the uplift of weaker sections of the society. Advertisements are given to newspapers, small, medium and big.

News Service: A weekly 'Samachar Seva' is being published a news service for the benefit of small and medium news papers, monthlies, weeklies it has completed its successive four years.

State Film Awards: The State gives awards to the best Gujarati films and the best artists. The State Government grants subsidy to film studies established in the State and 70% tax-exemption to Gujarati feature films.

Research & Reference: During the year about 79 articles 240 messages of the ministers, addresses for Radio & Doordarshan were prepared by this section.

News: News Section prepares press notes on developmental activities of the State and issues them to the press. It also deals with film coverages and Doordarshan Coverages.

Information Centres: The network of Information Centres in the State has catered necessary information to about 47,747 persons and reading material to about 1 lakh 7 thousand readers.

Co-ordination: The Directorate co-ordinates the publicity work of various departments and agencies apart from maintaining close links with the central agencies.

Library Activities: There is a Central library in the Sachivalaya premises. It has 27696 books on various subjects. Besides there is a library in each district at the Information Centre, libraries have also been started at all 42 talukas level units functioning in remote area. In all there are 62 libraries.

HARYANA

Capital: Chandigarh. *Principal language*: Hindi. *Area*: 44,212 Sq.kms. *Population*: 1,29,02,618. *Literacy percentage*: 36.14. *Number of Newspapers*: 484 (Dailies 22). *Circulation of Newspapers*: 266000 Copies of 91 newspapers. *Principal Dailies*: Swatantar Visva Manav, Hindi, Karnal (24741). *Radio Stations*: Rohtak. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Nil; (*ii*) Low Power Transmitters (LPT)—Hissar, Bhiwani; (*iii*) Relay Centre: Nil. *Number of Cinemas*: 104.

Organisation: The Department of Public Relations and Cultural Affairs is headed by a Director, who is assisted by a Joint Director (Administration). Besides, there are four Joint Directors, who look after the work of the Press, Field Publicity, Production and Technical Wing.

There are five Deputy Directors at Headquarters and one each at Delhi and Rohtak to look after the work of the Press, Field Publicity, Research and Reference, Production Magazine Section and Drama Wing.

Publications: The Department's publications are: 'Haryana Review' (English monthly), 'Haryana Samvad' (Hindi fortnightly), 'Jai Haryana' (Hindi, a fortnightly wall poster), Tamir-e-Haryana (Urdu monthly) 'Nanhe Tare' (Children's magazine, monthly) and other publicity literature.

Exhibitions: This wing, under the charge of a senior Exhibition Organiser, organises exhibitions in and outside the State by displaying models, charts, photographs, etc., depicting State's development projects.

Press Publicity: The Press Publicity Wing releases Press notes, articles,

messages, radio and TV talks/interviews, displays and classified advertisements and preserves press clippings for official use, etc.

Research and Reference Section: This section communicates information regarding State Government's policies to the masses through its Newsletter, Samachar Darshan, Backgrounders, Success Stories, Round-ups and other annual and monthly publications. This section also provides reference facilities through its Research and Reference Library. The feedback of Government policies is done through press clippings, press at a glance, press speaks, daily dairy of events and opinion survey, etc.

HIMACHAL PRADESH

Capital: Shimla. *Principal languages*: Hindi, Pahari. *Area*: 55,673 Sq. kms. *Population*: 42,80,818. *Literacy percentage*: 42.48. *Number of Newspapers*: 92 (Dailies 3). *Circulation of Newspapers*: 44000 Copies of 20 newspapers. *Principal Dailies*: Tungal Express, Hindi (N.S.) *Radio Station*: Simla. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Kasauli; (*ii*) Low Power Transmitters (LPT)—Simla, Kulu, Manali, Bilaspur, Chamba, Keylong, Una; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 17.

Organisation: The State Directorate of Public Relations headed by a director has nine Units viz: (*a*) Public Relations, (*b*) Information, (*c*) Press, (*d*) Publications, (*e*) Song and Drama, (*f*) Film and Photo, (*g*) Technical, (*h*) Exhibition, and (*i*) Advertising.

At the district level, there are 12 District Public-Relations Officers. The Directorate also has two Dy. Director for liaison at Jalandhar and Chandigarh besides a Joint Director heading its Press Liaison Office in New Delhi and one more Dy. Director incharge of its Zonal Office at Dharamsala.

Budget: Total expenditure during 1987-88 was Rs. 1,94,56,000 and the budget estimates for 1988-89 is Rs. 1,97,68,000.

Press Publicity: The Directorate regularly issues press releases, features, articles and photographs to the press, besides arranging press conferences.

Field Publicity: On an average 300 films/video shows are arranged by this unit.

Song and Drama: The Directorate has four drama troupes and four Sangeet Parties stationed at Chamba, Mandi, Shimla and Kangra.

Publications: The Directorate brings out a weekly newspaper "Giriraj" and a Hindi monthly" Himprabha" besides pamphlets/folders.

Photo/Film: This unit is responsible for producing documentary films and newsreels.

Community Viewing Scheme: 302 TV sets inclusive of 7 Direct Reception Sets (DRM) has been installed for the Community Viewing purposes.

Information Centres: These are one State level and ten district level information centres with reference facilities.

JAMMU AND KASHMIR

Capital: Srinagar (Summer) and Jammu (Winter). *Principal languages*: Urdu, Kashmiri, Dogri, Pahari, Palti, Ladakhi, Punjabi, Gujari, Dadri. *Area*: 2,22,236 Sq.kms. *Population*: 59,87,389. *Literacy percentage*: 26.67. *Number of Newspapers*: 226 (Dailies 40) *Circulation of Newspapers*: 320499 Copies of 17newspapers. *Principal Dailies*: Kashmir Times, English, Srinagar (37241), Execelster, English, Srinagar (32750). *Radio Stations*: Sringar, Jammu, Leh. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Jammu, Poonch; (*ii*) Low Power Transmitters (LPT)—Kargil, Leh, Rajourie; (*iii*) *Relay Centre*; Nil. *Number of Cinemas*: 33.

Organisation: The State Directorate headed by the Director General, Information, Public Relations and Tourism Publicity has three wings: (*i*) Press and Public Relations (*ii*) Audio-Visual and (*iii*) Planning and Administration. These are working under the Director Information and the Deputy Director of Information. The main sections are: (*a*) Press and Public Relations including Publications (*b*) Photo and Film (*c*) Field Publicity (*d*) Exhibition and (*e*) Research and Reference. The Directorate has two Divisional Offices—one each at Srinagar and Jammu under the charge of a Deputy Director. Each Divisional Office has one Assistant Director Information (Public Relations) one Assistant Director Audio-Visual, one Field Publicity Officer, one Cultural Officer, one Information Officer (Youth Information Centre), one Lady Information Officer (Ladies Information Centre) at the capital cities of Srinagar and Jammu. Besides, there are 14 District Offices at the District level headed by the District Information Officers. Almost all important Tehsil headquarters have Tehsil Information Centres. Besides, Kashmir Information Bureau have been set up at Jalandhar, Calcutta, Bombay and New Delhi to keep liaison with the Press.

Budget: The budget of the department under the plan scheme for the year 1988-89 is Rs. 50 lakhs.

Press and Publications: Press releases, photos and photo features and articles are issued regularly. The Directorate publishes 'Maktoob', an urdu fortnightly and 'Jammu and Kashmir Samachar' in Hindi in addition

to three monthly journals 'Kashmir Today' in English, 'Tameer' in Urdu and 'Yojana' in Hindi.

Photo Film: The Directorate handles photo coverage of important functions and issues photographs to the press.

Field Publicity: A number of film shows are arranged by the Information Department throughout the State especially in far-flung areas. Public Address System arrangements are made for public meetings addressed by VIP's, special publicity campaigns are also launched by the Directorate.

Exhibition and Cultural Wing: The Directorate has a full-fledged Exhibition Unit which is preparing exhibits high-lighting the developmental activities and achievements for putting up exhibitions in the State.

The artistes of the department organise cultural programmes in all parts of the State. Skits, songs and dances are presented in such a manner to enlist public cooperation for developmental works and mould public opinion against social evils. The services of local artistes and poets are also utilised.

Research and Reference: There is a library with necessary facilities at Srinagar, Jammu for the benefit of journalists, officials and research scholars. Clipping and indexing facilities are also available.

Feed Back: Press and people's reactions are compiled and submitted to the Government regularly.

Information Centres: The State has set up special Information Centres, namely, Youth Information Centre, Model Information Centres and Ladies Information Centres at Jammu and Srinagar.

Coordination: There are three State Level Coordination Committees. At the District level also there is a publicity coordination committee. The Radio, Doordarshan, Family Planning and other departments coordinate their publicity programmes at the periodical meetings.

Press Publicity: Apart from the Directorate some other departments, viz. Family Welfare, Tourism, Agriculture, Police and Horticulture also have their own publicity set ups.

KARNATAKA

Capital: Bangalore, principal language: kannada. *Area*: 191791 Sq. kms. *Population*: 37135714. *Literacy percentage*: 38.41. *Number of Newspapers*: 1066 (Dailies 130); Circulation of Newspapers : 2709000 of 361 Newspapers; *Principal Dailies*: Prajavani, Kannada, Bangalors;

(197675); Deccan Herald, English, Banglore (145979); Kannada Prabha, Kannada Bangalore (104795); Udayavani, Kannada, Manipal (71208); Samyukta Karnataka, Kannada, Hubli (66613); Indian Express, English, Bangalore (63547) *Radio stations*: Bangalore, Bhadravathi, Dharwad, Gulbarga, Mangalore, Mysore, *Doordarshan Kendras*: (*i*) High power transmiter (HPT) Bangalore, Gulbarga; (*ii*) low power Transmitter (LPT) Mangalore, Davangere, Bhadravathi, Bhijapur, Bellary, Gadag, Betagari, Raichur, Dharwad, Mysore, Belgaum, Hospet, Udupi, Hassan, Madkeri, Chikmangalur Bidar. *Number of cinemas*: 1320.

Organisation: The department of Information and Publicity of the State Government is headed by the Director and it has following wings: (*a*) press and news (*b*) publications (*c*) field publicity (*d*) photo and films (*e*) commerical publicity and (*f*) administration and accounts.

The department has two regional officies at Mysore and Belgaum each headed by a Joint Director and four Divisional offices at Belgaum, Bangalore, Mysore and Gulbarga each headed by a Deputy Director. At the District level, the publicity work is looked after by the District Information and Publicity officers. The Sub-divisional offices at 16 sub-divisional headquarters have been opened which have also been provided with audio-visual equipments. In addition two state level Information centres are functioning at Bangalore and Hubli. Karnataka Information Centre is also functioning at Delhi to disseminate information on various developmental activities of the State Government.

Budget: Budget provision sanctioned for the year 1987-88 is 123 lakhs under plan Rs. 585 lakhs under Non-plan.

Field Publicity: Film shows, seminars, symposia and discussions etc. are regularly held all over the state to educate the masses. 6833 film shows were arranged during 1987-88.

Exhibition: During 1987-88, the department participated in Mysore Dasara Exhibition where it secured a prize for its stall. The department also secured the first prize for presenting a tableau on the Glory of Hoysala. Small exhibitions have also been arranged by the District Information and Publicity officers in rural areas. The Department presented a tableau on Kittur Rani Channamma at Delhi on Republic Day where it secured the third prize. Four exhibition depicting the various schemes taken up the Government move in rural areas. One of them with a specific theme on Independence movement was sent all over the state on the occassion of 40th Anniversary of Independence.

Song and Drama: The song and drama unit arranged as many as 687 cultural programmes including light music, lavanies, harikathas, dance, folk songs and publicity shows during the year. This also included publicity-oriented dramas. The District Information and publicity officers arranged song and drama programmes in rural areas.

Press Publicity: The department issued 7422 press release—4227 in kannada and 2921 in English during the year 1987-88. Fifty two feature articles were also released. As many as 635 tours of Journalists were conducted during the period. 28603 press clippings were sent to the governor, Chief Minister and other Ministers during the year and clarifications were issued to press. The section also arranged 262 press conferences for Ministers and other Government officers.

Information Centres: There is an Information centre located at New Delhi, besides two State Information Centres functioning at Bangalore and Hubli respectively. District Information centres are functioning in the District Information and publicity offices.

Advertising: The department has released both classified and display advertisements during the year.

Rural Broadcasting: The Rural Broadcasting and Television section has installed and maintained 260 community T.V. sets.

Photo and Films: The photo and films section has produced 12 newsreels and 4 documentaries. It also arranged 110 newsreel coverages and 976 photo coverages. The section has released 34500 photographs to newspapers, departmental publications and for exhibitions.

Film Unit: During 1987-88 a sum of Rs. 29.75 lakhs has been paid as subsidy to 23 feature films to promote development of Karnataka film Industry in the state.

Publication Section: The department brings out 'March of Karnataka' in English monthly, Karnataka Vikas and Janapada—Kannada monthlies, regularly, besides folders and special booklets were also broughout. At the district level, the departmental officers bring out "Karnataka Munnade" fortnightly which highlight the achievement under several developmental programmes in the District.

The publication wing has brought out the following special publications during the year 1987-88. (1) film Souvenir on State film Awards (2) Posters and folders on Five Years Achievement (3) Pandit Jawaharlal Nehru's Personality and Contribution (4) Chief Minister letter to the Zilla parishad Members (5) Selected speches of Chief Minister (Part I).

KERALA

Capital: Trivandrum. *Principal language*: Malayalam. *Area*: 38,863 Sq. kms. *Population*: 2,54,53,680. *Literacy percentage*: 70.42. *Number of Newspapers*: 1,212 (Dailies 146). Circulation of Newspapers: 7,222,370 Copies of 393newspapers. *Principal Dailies*: Malayala Manorama, Malyalam, Calicut (2,09,994), Malayala Manorama, Malayalam, Kottayam (2,03,417), Mathrubhumi, Malyalam, Calicut (1,87,435), Mathrubhumi, Malyalam, Cochin (1,62,868), Malyala Manorama, Malyalam, Cochin (1,49,730), Kerala Kaumudi, Malyalam, Trivendrum (1,48,930), Mathrubhumi, Malayalam, Trivendrum (1,17,606), Malyala Manorama, Malayalam, Trivendrum (79,836), Indian Express, English, Cochin (74,450) *Radio Stations*: Alleppey, Calicut, Trichur, Trivendrum. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Trivendrum, Cochin; (*ii*) Low Power Transmitters (LPT)—Calicut, Cannanore, Palghat, Kajaragod, Mahe, Kalpetta; (*iii*) *Relay Centre*: Cochin. *Number of Cinemas*: 1385.

Organisations: The State Department of Public Relations, headed by Shri T.N. Jayadevan, Director, has eleven sections at the headquarters. The Sections are: (*a*) Scrutiny Section to watch the reaction of the public and the Press as reflected in the columns of newspapers, (*b*) Planning and Development Wing to highlight the achievements of planning and to organise and maintain radio rural forums (*c*) Cultural Development Section to manage cultural programmes and attend to the work connected with State Film Awards and Drama Awards, (*d*) Press Release Wing which feeds the Press (*e*) Editorial Wing (Malayalam) (*f*) Editorial Wing (English) —Both bring out journals, book-lets leaflets etc. in Malayalam and English respectively, (*g*) Field Publicity and Exhibition Section to conduct field publicity film shows, exhibitions etc. (*h*) Advertisement Wing which deals with the advertisement needs of all the departments of the Government, (*i*) Special Campaigns Wing which takes up special campaign according to necessity, (*j*) Research & Reference Section deals with the registration of periodicals and books and has a reference library and an Information Centre and (*k*) Photographic Unit. A cultural affairs and official Language Wing works under Prof. G.N. Panikkar, Director. An additional Director and three Deputy Directors are also working in the headquarters.

There are regional units at Kozhikode and Ernakulam headed by Deputy Directors and District Information Officers in all the fourteen (14) districts under the charge of District Information Officers.

Budget : The Budget provision under information and publicity head for the year 1987-88 was Rs. 2,43,30,000 both under Plan and Non-Plan.

Press Publicity : During 1987-88, a total of 28362 press releases inclusive of 1156 special press releases were issued. 906 Press Conferences were also arranged.

Advertisement : An expenditure of Rs. 74 lakh was incurred by various departments on 6383 ordinary, 23 supplements and 589 display newspaper advertisements routed through the department during 1987-88.

Publication : Two monthly publications—one in Malayalam 'Janapatham' and the other in English 'Kerala Calling' are published by the department. 48 Malayalam booklets and 11 folders and four posters highlighting the achievements of the Government were issued during 1987-88. 28 booklets in English were also published during the period.

Photo/Films : During 1987-88 the department took up 515 press photo assignments at the headquarters and 21217 prints were made.

Exhibition and Field Publicity : One large exhibition at the national level and mini exhibitions one at Trichur and the other at Cheruvathur in Kasaragod District were arranged by the department during 1987-88. Exhibitions in rural areas are also conducted. Frequent film shows are arranged with 17 projectors and 16 publicity vehicles provided for the department. 'Public meetings and group discussions are also arranged. Intensive campaigns are also organised whenever occasions arise. An open air theatre, 'Rangasala' is functioning in Trivandrum Museum garden for arranging daily film shows and other cultural programmes for children. During the year, the department distributed nearly 43 documentary films collected from various agencies to District Publicity units.

Cultural Affairs : During the year 1987-88, the department arranged a number of cultural programmes including interstate exchange of cultural programmes. Drama Award, Film Award, Republic Day, Tourism Week etc., and performances on special occasions. Organised a film festival at Calcutta, West Bengal and also participated in the festivals at Hampi (Karnataka) Pondicherry, and Andaman and Nicobar Islands sponsored by South Zone Cultural Centre. The Tagore Theatre equipped with 35mm Projector is also under the control of the Dept. The theatre is let out to the film societies and other cultural organisations. An open air mini theatre is functioning in the Museum Campus under this Department. Financial assistance is given to indigent Film Artistes.

Information Centre : The department has thirteen Information Centres (one at the State capital and 11 in the Districts) which provide information on exclusive topics. The thirteenth one is in New Delhi.

Research and Reference : The department provides facilities for exhautive reference on various topics. There are more than 10,000 books registered under the Press and Registration of Books Act and large number of reference books from the State and the Central Government. 1135 Publications have been registered here in the report year. This include 96 dailies 127 weeklies, 115 fortnightlies, 738 monthlies and 59 other publications.

Feed-back Services : Daily press summary is prepared and sent to all departments. Comments in periodicals are also compiled every week. A fortnightly report on people's reaction collected from the districts is compiled and forwarded to Government.

Kerala Press Academy : A Press Academy, the first of its kind in the country was started in 1979 with headquarters at Cochin. Sponsored by the State Government, the Academy aims to foster and co-ordinate activities in the sphere of journalism. The Academy has taken up scheme to organise seminars, workshops and training courses, to publish books on journalism and to establish a library with research facilities. A three acre plot at Thrikkakara near Cochin has been allotted by the Government for housing the Academy and construction of the building is completed.

Co-ordination : The Director at the State level, the Deputy Directors at the regional levels and the District Information Officers at the district level and the Information Officer (New Delhi) co-ordinate the different activities of the Department with the Central and State Government departments. Shri T.N. Jayadevan has been the Director of Public Relations from 1-6-1985 till date.

MADHYA PRADESH

Capital ; Bhopal. *Principal language* : Hindi. *Area ;* 4,43,446 Sq. kms. *Population* : 5,21,78,844. *Literacy percentage* : 27.87. *Number of Newspapers* : 1,195 (Dailies 155) *Circulation of Newspapers* : 2,380,305 Copies of 392 Newspapers. *Principal Dailies* : Nai Duniya, Hindi, Indore (1,36,958), Dainik Bhaskar, Hindi, Indore (60,913). *Radio Stations* : Ambikapur, Bhopal, Chhatarpur, Gwalior, Indore, Jabalpur, Jagdalpur, Raipur, Rewa. *Doordarshan Kendras* : (*i*) High Power Transmitters (HPT)—Raipur, Indore, Bhopal; (*ii*) Low Power Transmitters (LPT)—Gwalior, Jabalpur, Bilaspur, Sagar, Rewa, Ratlam, Murwara, Khandwa, Burhampur, Korba, Singrauli, Jagdalpur, Damoh, Shahdol, Guna, Ambikapur, Sidhi, Baladila, Narsimhapur, Shivpuri, Mandsaur, Neemach, Parra, Chhatarpur; (*iii*) *Relay Centre* : Nil. *Number of Cinemas* : 541.

Organisation : The State Directorate of Information and Publicity is headed by a Director, who is assisted at the headquarters by an Additional Director, eight Joint Directors and six Deputy Directors. The State is divided into four major zones, each headed by a Joint Director. Deputy Directors are placed incharge of 10 divisions and two Revenue Divisions below whom are Assistant Directors, Public Relations Officers and Assistant Public Relation Officers at the District level. In addition to the 45 district units, there are five special publicity units in tribal areas. At the headquarters, work is mainly divided into the following wings : (1) Press release

and public relations. (2) Publications. (3) Field Publicity, (4) Advertisements, (5) Registration, Research and Reference and Documentation, (6) Administration and Accounts, (7) Film and (8) Cell for 20-Point Publicity.

Publications : A fortnightly in Hindi 'Madhya Pradesh Sandesh' and another fortnightly in English 'Economic Perspective' are being published by the Directorate. A quarterly as a kind of Contemporary Archives' of all happenings in the State legislations enacted, decisions of the Government, etc., are compiled for use as reference material. 'Madhya Pradesh Madhyam' is a State Government undertaking which is engaged in mass media activities. It is publishing a weekly 'Rojgar Aur Nirman' from 18 February 1984 regularly on every Thursday.

Research and Reference : Bibliography of Madhya Pradesh is being prepared. Press clippings are indexed for use by journalists.

Feed-back Services : A fortnightly report on the basis of press reactions is prepared and submitted to the Government. Over 812 newspapers are being published in the State. All prominent newspapers published in and outside the state are scrutinised regularly. In addition, 32 magazines published outside the State are also scrutinised. Nearly 1,500 clippings per day are sent to respective departments and Ministers.

Information Centres : At present 11 Information Centres, one each at Delhi, Bombay, Indore, Rewa, Jabalpur, Gwalior, Sagar, Bilaspur, Raipur and two at Bhopal are working.

Coordination : The Directorate coordinates, publicity activities with all development departments.

MAHARASHTRA

Capital ; Bombay. *Principal language* : Marathi. *Area ;* 3,07,690 Sq. kms. *Population* : 6,27,84,171. *Literacy percentage* : 47.81. Number of Newspapers Dailies (218) *Circulation of Newspapers* : 80,80,897 Copies of 873 newspapers. *Principal Dailies* : Times of India, English, Bombay (2,97,410) Loksatta, Marathi, Bombay (2,63,545), Maharashtra Times, Marathi, Bombay (1,71,241), Sapal, Marathi, Poona (1,47,483), Bombay Samachar, Gujarati, Bombay (1,42,616), Indian Express, English, Bombay (1,23,268), Nav Bharat Times, Hindi, Bombay (99,818), Lokmat, Marathi, Nagpur (96,311), Kesari, Marathi, Poona (53,427), Nav Bharat, Hindi, Nagpur (53,107). *Radio Stations* : Aurangabad, Bombay, Jalgaon, Nagpur, Parbhani, Pune, Ratnagiri, Sangli, Sholapur. *Doordarshan Kendras* : (*i*) High Power Transmitters (HPT)—Bombay, Pune, Nagpur, Panaji (Goa); (*ii*) Low Power Transmitters (LPT)—Akola, Nasik, Kolhapur, Ahmednagar, Aurangabad,

Jalna, Dhule, Lotur, Amravati, Sholapur, Parbhani, Chandrapur, Nanded, Jalgaon, Gondiya, Sangli, Malegaon, Bhusawal, Satara, Ratnagiri, Bid, Buldana, Yavatmal, Gadchurdi, Pusad; (*iii*) *Relay Centre* : Pune, Panaji. *Number of Cinemas* : 1323.

Organisations : The State Directorate General of Information and Public Relations is headed by a Director General. It has three Separate Wings : (*a*) Information and Public Relations which covers activities like News Dissemination, Publications, Public Relations, Advertising, Exhibition, Research & Reference etc. (*b*) Directorate of Films and (*c*) Directorate of Rural Broadcasting which among other activities look after installation and maintenance of radio and television sets, particularly in the rural areas.

Advertising : A large sum is spent on newspaper advertisements, other media of publicity (Cinema slides, radio/T.V. commercials etc.) and outdoor publicity every year.

Publications : Publicity to Government developmental activities is done in the form of books, folders, pamphlets, posters, periodicals etc. A periodical entitled 'Lokrajya' is published in six languages ; as a Fortnightly in English, Marathi and Hindi languages and as a Monthly in Gujarati, Sindhi and Urdu Languages, having a total circulation of about 50,000 copies. During the year 1987, the Directorate issued 1392 Press notes and 2341 news items in Marathi and 902 press notes and 472 news items in English.

Photo Films : The department supplies about one lakh photographs to newspapers.

Information Centres : There are six major information centres at New Delhi, Bombay, Pune, Aurangabad, Nagpur and Panaji.

Research and Reference : The Research Section scrutinises all the daily newspapers and periodicals and preserves the relevant clippings for reference. There is also a Central Library which has about 47,500 books.

Feedback Services : The Office of the Examiner of Books and Publications, Maharashtra State, collects and analyses the press and public reactions and supplies them to the concerned departments.

Coordination : The Director General is overall incharge of the activities of the Department which includes coordination with central media organisations also. The Directorate General is responsible for the publicity of all State Government departments. In addition the Directorate of Agriculture and the State Public undertaking have their own publicity set-ups.

MEGHALAYA

Capital : Shillong. *Principal languages* : Khasi, Garo, English. *Area* : 22,42959 Sq. kms. *Population* : 13,35,819. *Literacy percentage* : 34.08. *Number of Newspapers* : 57 (Dailies 1) *Circulation of Newspapers* : 1380 Copies of 2 newspapers. Principal Dailies North East Mirror, English, Shillong (N.S.). *Radio Stations* : Shillong, Tura. *Doordarshan Kendras* : (*i*) High Power Transmitters (HPT)—Nil; (*ii*) Low Power Transmitters (LPT)—Shillong, Tura, Jawai, (*iii*) *Relay Centre* : Nil. *Number of Cinemas* : 8.

Organisation : The Directorate of Information and Public Relations, headed by a Director, has five main section : (*a*) News (*b*) Publications (*c*) Photo (*d*) Field Publicity and (*e*) Advertising.

Planning : The outlay for the State of Meghalaya for 1988-89 has been fixed at Rs. 130 crores.

Press Publicity : News section keeps liaison with the various Government departments for arranging departmental publicity through Press Release and Feature articles.

Field Publicity : Every Information Officer in the districts is provided with mobile cinema units, public address system etc for field publicity. 49 Rural Integrated Information Centres have been set up in the rural areas in the State to disseminate information to the rural people about the plan and policies of the Government and to involve the people more effectively in the development activities.

Song and Drama: The Department arranges Song and drama programmes by engaging local troupes.

Advertising : Advertisement are released by the Department to the newspapers on behalf of the State Government Departments.

Publications : The publication section brings out brouchers, pamphlets, booklets and other publicity materials and also news bulletins in the local languages.

MANIPUR

Capital : Imphal. *Principal language* : Manipuri. *Area* : 22,327 Sq. kms. *Population* ; 14,20,953. *Literacy Percentage* : 41.35. *Numbe of Newspapers* : 101 (Dailies 34), *Circulation of Newspapers* : 18000 Copies of 8 Newspapers. *Principal Dailies* : Cyclone, English, Imphal (N.S.) *Radio Stations* : Imphal. *Doordarshan Kendras* : (*i*) High Power Transmitters (HPT)—Imphal; (*ii*) Low Power Transmitters (LPT)—Ukhrul; (*iii*) *Relay Centre* : Nil. *Number of Cinemas* : 38.

Organisation : The Directorate of Information & Public Relations of the State Government is run under one Director. The Addl. Director functions as the Head of Office. The five Information Officers in the hill district headquarters each under one District Information Officer and one Publicity Unit in New Delhi under one Public Relations Officer continued its service. The Publicity Unit in Delhi maintains liaison with the Central Ministries, Departments and other State Government representatives in New Delhi the National Press and the Central Government media units.

Budget : The total budget provision both under Plan and Non Plan for the year 1986-87 was Rs. 24.41 lakh and 27.95 lakh respectively.

Press Publicity : During the year 1986-87, the department arranged 12 Press Conference/Meets for the VIPs. issued 1156 Press Releases/Notes to the Press and other Media Units, 1131 Press Cuttings from the local dailies/ weeklies, 1231 Clippings both from local and national newspapers and 24 Press clarifications/contradictions were issued.

Field Publicity : To entertain and educate the people 300 mobile film shows were screened in various parts of the valley and the hills during the year.

Song and Drama : The Departmental Drama Unit staged 60 drama shows. The Drama Unit in collaboration with the State Family Welfare Bureau, Manipur staged drama shows on family welfare in different places where Family Welfare Campaigns were organised. Besides, the Unit presented opening and closing songs in national, state as well as other important functions.

Press Coverage : The Directorate covers VIPs tours and developmental projects/schemes, State and National functions and issues press releases to the press and other media units.

Photo Coverage : Photo section covers VIP tours, State and National and other important functions. During the period, about 1600 VIP tours, important State and National functions and developmental schemes/projects were covered and about 8,000 photo prints were produced in black and white.

Teleprinter Service : The Directorate continued to subscribe to P.T.I. Teleprinter news service and P.T.I. news stories were supplied to the press for the benefit of the local newspapers. During the year, 2050 P.T.I. news were released.

Information Centre : The Information Centre, Imphal provided reading facilities to 49,000 visitors during the year.

Conducted Press Tour : To acquaint the members of the press about

the developmental activities of the Government in the far flung areas of the State, press tour and visits were also arranged by the Department.

Publications : The Department brought out Annual Administration Reports for 1983-84 and 1984-85 during the year. Wall Calendar and Dairy of the State Government had been produced in time. Special issues of this Department's monthly regular published *Manipur-To-Day* were brought out on the occasions of Independence Day and Patriots' Day. In addition, the Department designed and produced season's greeting cards for the VIPs. All the publication produced by the Department were distributed to the Government Departments as well as to the interested individuals.

Advertising : Display advertisements highlighting the progress of the State in various sectors were released to the national papers as well as to publications outside the State and classified advertisements of the Government Departments were issued to local papers on equitable roster system during the year. Hoardings on national integration were erected in various conspicous places of the State.

Exhibition : The Department organised a mobile photo and poster exhibition on developmental works of the State at Ukhrul during Dec., 1986 to acquaint the people of the area about the developmental programmes taken up by the Government for the welfare of the people.

Designs : One Officer of the Department attended Tableux Committee Meeting for the Republic Day, 1987 held at New Delhi. As a routine work, the Department produced designs for various publications.

Field Work : The Department installed Public Address System for various National, State and other important functions. All the important functions were filmed and most of them had been telecast on Doordarshan.

Training : Three officials of the Departments were deputed for attending training course in Mass Communication held at the Indian Institute of Mass Communication, New Delhi.

Feed back Service : Clippings from the leading national newspapers and local dailies were brought to the notice of the Government daily.

Co-ordination : The Directorate co-ordinates with the Central and State media organisations at State and District level.

MIZORAM

Capital: Aizawl. *Principal languages*: Mizo and English. *Area*: 21,081 Sq.kms. *Population*: 4,93,757. *Literacy percentage*: 59.88 *Number of Newspapers*: 63 (Dailies 22). *Circulation of Newspapers*: 4,0000 Copies of 14 newspapers. *Principal Dailies*. Highlander, English, Aizawl

(N.S.) *Radio Stations*: Aizawl. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Aizawl; (*ii*) Low Power Transmitters (LPT)—Lunglui; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 5.

Organisation : The Directorate of Information, Public Relations, is headed by a Director, who is assisted at the Directorate level by 3 Deputy Directors, one Public Relations Officer (Hqrs). One Editor, one Press Information Officer and at District level by one Public Relations Officer assisted by Assistant Public Relations Officers (Gazetted).

At the Directorate level, the Department has six branches: (*a*) Press Relations Section (*b*) Photo Division (*c*) Maintenance of Technical Equipment (*d*) Publication Wing (*e*) Library, Research & Reference Section and (*f*) Field Publicity Wing.

Budget : The total budget, both for Plan and Non-Plan for 1988-89 is Rs. 112 lakhs.

Press Relations Section : The Press Relations section headed by a Dy. Director, is reinforced by Gazetted Assistant Information Officers whose main job is to feed the local newspapers and AIR with the latest development activities, programmes and various Governmental activities. This section is also responsible for the feedback analysis of the trend of opinion. It also conducts tours for Journalists both for local and national paper within and outside Mizoram from coverage of events concerning Mizoram.

Photo Division : The Photo Division is also responsible for photo coverage of important events and incidents taking place in Mizoram. It is responsible for documentation of the progress made under the Five-Year Plans and the over-all developmental efforts of the Government of Mizoram. Till now the Division is equipped to handle photography only and most of the newsreel and documentaries required are taken care of by the Films Division, Government of India.

Publication Wing : The Department is having three regular publications from 3 districts in the local language and one journal called "MIZORAM NEWS MAGAZINE" at the Directorate level. Besides these regular publications, the department brings out publications from time to time on the development programmes, achievements and family welfare programmes of the Government. It also publishes a fortnightly magazine in the local language highlighting development activities.

Field Publicity : The field Publicity units located at different districts and sub-divisional headquarters are the real public relations instruments of the department with the people in the villages. The District officers, designated as Public Relations Officers in their respective areas are responsible for the activities under this item. The units are organising regular

film shows. Public meeting debates and seminars on different aspects of and the over-all development efforts of the Government of Mizoram. Government activities and also on motivational items on the subject of family welfare programmes and improved agricultural methods.

Library Research and Reference Section: The main work of this section is to keep and compile chronological data of the activities of the Government as well as the major events taking place in Mizoram for further usage.

ORISSA

Capital: Bhubaneswar. *Principal language*: Oriya. *Area*: 1,55,707 Sq. kms. *Population*: 2,63,70,271. *Literacy percentage*: 34.23. *Number of Newspapers*: 430 (Dailies: 28) *Circulation of Newspapers*: 892143 Copies of 116 newspapers. *Principal Dailies*: Sauaj, Oriya, Cuttack (1,16,324), Prajatantra Daily, Oriya, Cuttack (81,805), Sambad, Oriya, Bhubaneswar (57,268). *Radio Stations*: Cuttack, Jeypore, Sambalpur. *Doordarshan Kendras*: (*i*) High Power transmitters (HPT)—Sambalpur; (*ii*) Low Power Transmitters (LPT)—Behrampur, Rourkela, Korapur, Bhawanipatna, Baripado, Jeypore, Sundergarh; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 184.

Organisation : In July 1978, the Information and Public Relations Department was bifurcated from Home Department and created as a separate Department of the State Government headed by a Director of Information and Public Relations. There is an Additional Director, One Joint Director, Four Deputy Directors, Eighteen District Information & Public Relations Officers, Two Regional Organisers of Radio Rural Forums, 67 Sub-Divisional Information and Public Relations Officers, 62 Radio Inspectors and 48 Radio repairing Centres and 47 Information Centres are now functioning under the Department. In addition, there is a Press Information and Press Clipping Service and a Press Lounge under the supervision of a Deputy Director, Information and Public Relations (Press) and to supervise the Field Publicity work, there is a Deputy Director, Information and Public Relations (Field). There is a Press Information Service consisting of seven Information Officers attached to Groups of Departments. A publicity Unit junctions at New Delhi under the supervision of a Public Relations Officer (Liaison) presently, working under a Deputy Resident Commissioner, Government of Orissa for maintaining Liaison between the State Government and the Central Government.

Press Publicity : There are Information Officers attached to the Governor, Chief Minister and seven Groups of Departments for collection and dissemination of Information to the Press, During the year 1987-88, 33 Press notes and 2909 Press handouts have been released to the Press.

Field Publicity : The Field Publicity wing of the Department organises Film shows, Seminars, meetings and group talks through its field audio-visual units spread over the districts. The Field Officers also collect up-to-date facts & figures relating to developmental programmes and success stories personal contacts with the departmental agencies and the beneficiaries. The T.V. news production Unit covered 236 programmes out of which 129 were telecast by Doordarshan Kendra, New Delhi, Cuttack and Sambalpur. 2566 Forum Seminars and 84 Radio talks were organised during 1987-88.

Film Shows : This Department has audio-visual units at each district head-quarters and sub-divisional head-quarters. The Social and Economic programmes of the Government are published through this media. 9 news-reels on important events and one documentary film have been produced during the year 1987-88.

Photo Unit : The Photo Unit of this Department provides photographs for publicity both inside and outside of the State. It covers important events, functions and conferences in the State, visits of dignitaries, natural calamities and relief measures etc. During the year 1987-88, this Unit covered 517 programmes released 465 photographs to the press provided 685 photographs for illustrating display advertisement and 880 photographs for presentation to V.I.Ps inside and outside of the State.

Publications : Two monthly journals namely Utkal Prasang in Oriya and Orissa Review in English are being published by this Department as the mouth-piece of the State Govt. News in pictures and success stories on different programmes and development projects etc. are incorporated in these journals alongwith articles in other subjects of common interest.

In addition to this, the Department also brings out posters, folders, booklets, leaflets, pamphlets and other forms of publicity literature.

Information Centres : There are 47 Information Centre-cum-Reading Rooms including one at State Capital, Bhubaneswar and the other at New Delhi functioning at present.

Research & Reference : The Research and Reference Unit was created in the year 1978. It maintains a reference library and index to provide reference materials and up-to-date facts and figures relating to plan and programmes and developmental activities of various departments of the Government. Besides, this Unit compiles and collects the bio-data of the eminent persons of the State.

Feedback Service : Usually the Feedback is received by different departments from the Field Officers.

NAGALAND

Capital: Kohima: *Principal languages*: Ao, Konyak, Angami, Sema, Lotha. *Area*: 16,579 Sq.kms. *Population*: 7,74,930 *Literacy percentage*: 42.57. *Number of Newspapers*: (N.S.) (Dailies. nil) *Circulation of Newspapers*: (N.S.) copies of nil newspapers. Prinicipal Dailies: N.S. *Radio Stations*: Kohima. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Nil: (*ii*) Low Power Transmitters (LPT)—Kohima, Tuensang; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 7.

Organisation : There are seven District Public Relations Offices, twelve Sub-Divisional Information Centres (Mobile Cinema Units) and 31 Information Centres.

Budget : The Information and Public Relations budget for 1988-89 is Rs. 93.00 lakhs under Plan and Rs. 134.87 lakh under Non-Plan.

Publications : The Department brings out a monthly magazine "Warrior" and a Nagaland Annual highlighting the Developmental activities of all the departments. The department also published the following booklets and folders during 1987-88; (*i*) Nagaland Calendar (2) Glimpses of Nagaland—(reprint) (3) Festival of Nagaland—(reprint) (4) Basic Facts (5) Twenty Point Programme' 87 (6) Speeches of the Chief Minister (7) Naga Culture (8) Who's Who in Nagaland Assembly.

Exhibition : The Department has sufficient public address equipments, Cinema Equipments and Photographic materials in the Directorate, the district offices and Sub-Divisional Information Centres for effective publicity. A Press Relations Officer has been posted in New Delhi from August 1983.

Photography : The department proposes to open a Film production Unit, Colour Laboratory, Video Editing Unit and Research and Reference Unit during the Seventh Plan. A documentary, "Dances of Nagaland" was produced by the department during 1987-88.

PUNJAB

Capital: Chandigarh. *Principal language*: Punjabi. *Area*: 50,362 Sq. kms. *Population*: 1,67,88,915. *Literacy percentage*: 40.86. Number of Newspapers: 745 (Dailies: 58). *Circulation of Newspapers*: 16,90,000 copies of 196 newspapers. Principal Dailies Punjab Kesari, Hindi, Jalandhar (3,50,311), Ajit, Punjabi, Jalandhar (1,20,426), Jag Bani, Punjabi, Jalandhar (87,850), Hindi Samachar, Urdu, Jalandhar (68,254). *Radio Stations*: Jalandhar. Doordarshan Kendras: (*i*) High Power Transmitters (HPT)—Bhatinda; Jalandhar (*ii*) Low Power Transmitters (LPT)—Pathankot; Relay Centre: Amritsar, Chandigarh. *Number of Cinemas*: 175.

Organisation : The Department of Information and Public Relations is neaded by a Director who is responsible for giving proper publicity to the various programmes and policies of the State Government. There are 12 District Public Relations Officers one at each district headquarter besides one Additional Distt. Public Relations Officer at Fazilka. The Department has the following wings:—(1) Administration, (2) Accounts, (3) Press Publicity, (4) Advertisement, (5) Photo & Cinema, (6) Teleprinter, (8) Field Publicity—(*a*) District Public Relations Officers, (*b*) Technical Section, (*c*) Song & Drama, (*d*) Light and Sound, (*e*) Television, (8) Film Division, (9) Publication and Magazines, (10) Communication—(*a*) Research & Reference, (*b*) Library Reference and General, (*c*) Clipping Section, (11) Arts, (12) Exhibition.

Budget : Actual Plan and Non-Plan Expenditure during 1987-88 was Rs. 3,15,50,000.

Press Publicity : In 1987-88, 927 press notes were issued and visits to project areas and industrial undertakings were arranged.

Advertisement : During 1987-88, advertisements worth Rs. 15 lakh were released to newspapers/weeklies/magazines etc.

Photo/Films : A special film on 40th Anniversary of India's independence was produced in colour and released. A documentary film on the renowned Artist S. Sobha Singh was produced in color of 20 mts. duration in English and Punjabi versions. 14 documentary films were purchased on the recommendations of Film Selection and Purchase Committee to cope with the requirement of field units. During the year 1987-88, a package of U-Matic Vedio Equipment was purchased at a cost of Rs. 14 lakh against a permit procured from Govt. of India under the concessional scheme.

107 Vedio coverages of important events and functions were made and supplied to Doordarshan Delhi and Jalandhar. Most of these events got place on the National lookup. The Department has a Photo and Cinema Section. During 1987-88, 328 functions were covered and 6560 photographs were supplied to the press. Besides this 5337 photos were taken for various purposes and 30595 prints were prepared. The Photo & Cinema Section also developed 310 Films.

Field Publicity : During 1987-88, 3929 cinema shows and 4178 meetings/conferences were arranged.

Song & Drama : The Department has 12 drama parties besides one central cultural troupe established at State Headquarters. These parties arranged 1342 drama shows. The Department has set up an independent Light and Sound Unit. This popular medium was utilised in a big way.

During 1987-88, "Shere-E-Punjab" and "Sirhind-Di-Dastan" were staged at Ropar. Faridkot, Sangrur, Muktsar and Sirhind Respectively.

Information Centres: There are two major information centres at Delhi and Jalandhar. Besides, there are 12 sub-centres at district level and 20 centres at sub-divisional level. These Information Centres are visited by a large number of readers daily. Publicity literature on various topics such as National Integration, Communal Harmony, achievements and developmental activities is displayed at these sub-centres for the benefit of the readers.

Publications: The Department brought out four monthly magazines i.e. Jagriti in Punjabi, Jagriti in Hindi, Pasban in Urdu and 'Advance' in English. It also produced wall Newspaper "sada Punjab" every fortnightly. In addition the department produced informative books, posters and pamphlets etc.

Exhibition: The Department has a full-fledged Exhibition unit. The entire visual publicity material is produced by the Section. During 1987-88, the Exhibition Wing Organised 19 Exhibitions in the State.

Research and Reference : The Department has its own Research and a Reference section. This section keeps record of clipping on important subjects/happenings. Booklets on "Facts About Punjab" and 'Punjab at a Glance' were brought out during 1987-88 by this section.

Feedback Services: The press reactions are analysed thoroughly and a report is sent daily to the officers concerned. Special fortnightly reports on editorial comments are also sent to the Government for suitable reaction.

Television: The television Scheme was introduced in the State during the year 1975-76. Under this Central Government Scheme, Community T.V. Sets are installed free of cost in border districts of the State.

RAJASTHAN

Capital: Jaipur. *Principal languages*: Hindi, Rajasthani. *Area*: 3,42,239 Sq.kms. *Population*: 3,42,61,862. *Literacy percentage*: 24.38. *Number of Newspapers*: 1,513 (Dailies: 172) *Circulation of Newspapers* : 1035232. (*ii*) Copies of 448 newspapers. *Principal Dailies*: Rajasthan Patrika, Hindi, Jaipur (1,09,513), Nav Jyoti, Hindi, Ajmer (51,390). *Radio Stations*: Jaipur, Kota, Ajmer, Bikaner, Udaipur, Jodhpur, Suratgarh. *Doordarshan Kendras*: (*i*) High Power Transmitters (HPT)—Jaipur; Low Power Transmitters (LPT)—Suratgarh, Ganganagar, Jodhpur, Udaipur, Kota, Alwar, Khetri, Bikaner, Bhilwara, Ajmer, Jaisalmer, Barmer, Rawatbhatta, Pilani, Pali, Nagaur, Dungarpur, Banswara, Chittaurgarh, Sirohi; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 257.

Organisation : The Directorate has Public Relations Officers in 24 districts beside five Assistant Public Relations Officers at Beawar, Salumber, Pratapgarh, Dholpur and Mt. Abu.

Budget : The total budget allocation for the year 1986-87 was Rs. 217.43 lakh.

Press Publicity : During the year 1986 (1st Jan., 1986 to 31 Dec., 1986) 10,205 Press releases were issued and 282 features articles were released, 39 press conferences were arranged and 45 press tours were conducted.

Field Publicity : In all 1,213 film shows were arranged in the year 1986 by the district units and Rangmanch, Jaipur. 15 lakh 74 thousand and 336 persons were benefited by such shows.

Advertising : During the year 1986 a sum of Rs. 40.00 lakh was spent on advertisement.

Publications : In the year 1986 the Publications Section brought out 18 booklets 11 folders, 1 Telephone Directory, 2 Cards, 2 Pamphlets.

Photo/Film : During the above period, the section covered 2124 assignments and 55242 prints were made & 18,326 New Photo were developed. A total 851 prints albums were also prepared; Besides photo prints were collected in 3,60,414 print albums.

Information Centres : Besides three Information Centres at Bombay, Calcutta and New Delhi, the Directorate has one centre at State headquarters, Jaipur. At district level (including Jaipur) there are 16 centres operating with necessary facilities.

Research and Reference : The Directorate compiles and maintains record of different departments of the State Government and important press release of the Central Government. It supplies reference material as and when required by the journalists and other agencies.

SIKKIM

Capital : Gangtok. *Principal languages* : Lepcha, Bhutia, Hindi, Nepali Lembu. *Area* : 7,096 Sq. kms. *Population* : 3,16,385. *Literacy percentage* : 34.05. *Number of newspapers* ; 1 (Dailies : nil) *Principal Dailies* : (N.S.) *Radio Stations* : Gangtok. Doordarshan Kendras : (*i*) High Power transmitters (HPT)—Nil; (*ii*) Low Power Transmitters (LPT)—Gangtok; (*iii*) *Relay Centre* : Nil. *Number of Cinemas* : 3.

Organisation : The Department is headed by a Secretary. It has five sections (*a*) Administration, (*b*) Information, (*c*) Photo, (*d*) Films, and (*e*) Publications.

The Directorate has four district offices at Namchi in South Gyalshing in West, Mangan in North and Gangtok in East each headed by a District Information Officer.

Budget : Plan budget for 1986-87 was Rs. 25 lakh. and 1987-88 was 30 lakhs.

Press Publicity and Publications : The Department brings out a tri-weekly news bulletin 'Sikkim Herald' in English. The language edition, Nepali, Bhutia and Lepcha are brought out two or three times a week. It also brings out publications on rural, industrial and agricultural developments in Sikkim and booklets on monthly achievements of the Government. The Department also brings out a wall newspaper 'Hamre Sikkim'.

Field Publicity : On an average, eight film shows in the East and North Districts are arranged every month.

Advertising : All the State Government advertisements are routed through the Department. They are carried on 'Sikkim Herald' local and national news papers.

Photo Films : The Department has been showing silent news features with appropriate commentaries on them and efforts are being made to make sound news features soon. Photographic assignments in colour Black & White were taken up on an expensive scale during 1987-88. In addition, video recordings of the development programmes was also taken up and exhibited within the State. Efforts have been taken to produce documentary films relevant to the State.

Exhibition : The Directorate is self-sufficient in producing and preparing exhibits for putting up photo exhibitions. Photographs of topical value are regularly displayed in all the District Information Centres and the Secretariat in Gangtok.

Feed back Services : Monthly reports on people's reactions to Government polities, and developmental schemes are submitted to the Government regularly by the Information Centres.

TAMIL NADU

Capital : Madras. *Principal language* : Tamil. *Area* : 1,30,058 Sq. kms. *Population* : 4,84,08,077. *Literacy percentage* : 46.76. *Number of Newspapers* : 1,445 (Dailies : 161) *Circulation of newspapers* : 6606000 Copies of 373. newspapers. *Principal Dailies* ; Hindu, English, Madras (1,56,243), Dinamani, Tamil, Madurai (1,04,650), Daily Thanthi, Tamil, Madras (87,697), Dinamani, Tamil, Madras (75,548), Indian Express, English, Madras (72,537), Muthatharam, Tamil, Madras (64,121), Hindi, English, Coimbatore (62,990), Dinakaran, Tamil, Madras (59,343),

Hindu, English, Madurai (56,842), Anna, Tamil, Madras (55,641). *Radio Stations* : Coimbatore, Madras, Madurai, Tiruchraipalli, Tirunelveli, Nagercoil. *Doordarshan Kendras* : (*i*) High Power Transmitters (HPT)—Madras, Kodai Kannal; (*ii*) Low Power Transmitters (LPT)—Thiruchirapalli, Vellore, Salem, Coimbatore, Kumbakanam, Neyvali, Nagarcoil, Dharmapuri; (*iii*) *Relay Centre* : Kodaikanal. *Number of Cinemas* : 2150.

Organisation : The Directorate of Information and Public Relations of the State Government headed by a Director, has the following wings : (1) Press Relations, (2) Advertising, (3) Production of Films and Film Institute, (4) Exhibition, (5) Photographs, (6) Memorials, (7) Field Publicity and Song and Drama Programmes, (8) Tamil Arasu Journals, Publications and Press, (9) Organisation of Functions and Centenaries, (10) Managements of Institutions like Information Centre, Theatres and Public Halls, (11) Reference and Scrutiny of Newspapers and Books, and (12) General Administration. The Public Relations Work and Field Publicity activities are executed through the Information and Public Relations Officers in the Districts.

Press Publicity and Reference : The Press Section handles press releases, feature articles, photo features, etc. A reference unit attached to this department attends to indexing, reference matters and press clippings.

Publications : Besides' publishing 'Tamil Arasu' in Tamil and English, the department brings out publications on various developmental activities, printed at the Tamil Arasu Press of the Department.

Advertising : Advertisments of all Government Departments, Corporations, Boards and Statutory Boards are released and routed through this department.

Exhibitions : Exhibition Section organises local exhibitions and participates in national exhibitions.

Photo/Films : Photo coverage of state's functions and developmental activities are looked after by the photographic section. The Films Division functions under this department and it produces fortnightly newsreels, and documentaries for other departments. An Institute of Film and Television Technology also functions under the control of this department.

Field Publicity : Field Officers are working at the district level. Publicity is being organised with the help of 65 projectors.

Memorials : This department also maintains the memorials of great men of the State. Residences of some of the great men are acquired and opened for public view.

Community Listening/Viewing Scheme ; Radio and television sets have been installed for community viewing purposes in all the villages of the State.

TRIPURA

Capital : Agartala. *Principal languages ;* Bengali, Tripuri (Kakborak), Manipuri. *Area ;* 10,486 Sq. kms. *Population ;* 20,53,058. *Literacy percentage ;* 42.12. *Number of Newspapers ;* 74 (Dailies : 14) *Circulation of Newspapers ;* 83,000 Copies of 24..newspapers. *Principal Dailies ;* Dainik Sambad, Bengali, Agartala (13387). *Radio Stations ;* Agartala. *Doordarshan Kendras ;* (*i*) High Power Transmitters (HPT)—Agartala; (*ii*) Low Power Transmitters (LPT) —Nil; (*iii*) *Relay Centre ;* Nil. *Number of Cinemas ;* 9.

Organisation : The Directorate of Information, Cultural Affairs and Tourism headed by a Director has twelve wings viz : (1) Establishment, (2) Budget and planning, (3) General, (4) Rural Publicity, (5) Cultural and Exhibition, (6) Tourism, (7) Mechanical, comprising—vehicle : Audio-visual, Radio and Television, (8) Press and Photography, (9) Cash and Accounts, (10) Receipt and Despatch, (11) Publication and Distribution, and (12) Research and Reference Library.

The Directorate has three district level offices each headed by an Assistant Director, ten sub-divisional information, Cultural and tourism offices headed by Senior Information Officers and seven block level offices headed by Information and Cultural Officers.

Budget : Budget estimates for the year 1988-89 are Rs. 1,40,00,000 under plan and Rs. 9260 under Non-plan.

Publication wing : The Weekly newspapers brought out by the publication wing included-Nutan Tripura, Bengali; Tripura Kogtoon (Kakborak). Among the fortnightlies prominent were, Tripura To-Day, English; Tripura Che, Bishnupriya Manipuri; Tripura Che, Manipuri (Metei). In all 220000 copies of these newspapers were published. Besides 50000 copies of folders, 159600 copies of booklets, 751000 copies of leaflets and 15000 copies of posters were also brought out by the Publication Wing.

Information and Sub-Information Centres : There are 38 Information and 421 Sub-Information Centres spread all over the State.

Loka Ranjan Sakhas : There were 443 Loka Raijan Sakhas operating in the State during the year 1987-88.

Radio Rural Forums : In all over Tripura, there were 567 Radio Rural Forums functioning during the year.

Press publicity ; The Directorate during the year issued 2248 Press Releases, 583 Press Notes, 36 Features and arranged 15 Radio Talks.

Photo ; A total of 2,329 Photo Prints were made and 200 Photo coverage assignments were undertaken during 1987-88.

Coordination ; The Directorate Coordinates the activities of both Central and State Media Organisations at State as well as District level. Some departments such as Education, Health and Family Planning, Industry, Agriculture, Forest, Panchayat and Co-operative have their own publicity set-up.

UTTAR PRADESH

Capital ; Lucknow. *Principal language ;* Hindi. *Area ;* 2,94,411 Sq. Kms. *Population ;* 11,08,62,013. *Literacy percentage ;* 27.06. *Number of Newspapers ;* 39463 (Dailies 310). *Circulation of Newspapers ;* 5707200 Copies of 753 newspapers. *Principal Dailies ;* Jagran, Hindi, Kanpur (1,54,792) Aj, Hindi, Varanasi (1,17,921), Swatantra Bharat, Hindi, Lucknow (86,550), Aj, Hindi, Kanpur (84,003)., Amar Ujala, Hindi, Agra (70,609), Jagran, Hindi, Allahabad (69,655), Pioneer, English, Lucknow (67,006), Amar Ujala, Hindi, Bareilly (52,114). *Radio Stations ;* Lucknow, Almora, Allahabad, Varanasi, Rampur, Kanpur, Mathura, Gorakhpur, Najibabad. *Doordarshan Kendras ;* (*i*) High Power Transmitters (HPT)—Lucknow, Allahabad, Agra, Varanasi; (*ii*) Low Power Transmitters (LPT)—Deoria, Shahjahanpur, Rae-Bareli, Sultanpur, Bareilly, Jhansi, Nainital, Rampur, Farukhabad, Faizabad, Etawah, Aligarh, Moradabad, Pauri, Behraich, Sambhal, Pithoragarh, Ballia, Tanakpur, Almora, Banda, Lalitpur, Lakhimpur, Manakpur, Mainpuri, Gopeshwar, Haldwani; (*iii*) *Relay Centre ;* Kanpur, Mussoorie. *Number of Cinemas ;* 813.

Organisation ; The Department of Information and Public Relations, headed by a Director has ten wings : (*a*) Press Publicity, (*b*) Field Publicity, (*c*) Exhibition, (*d*) Film and Photography, (*e*) Publication, (*f*) Advertising, (*g*) Technical, (*h*) Scrutiny of Newspapers and Periodicals, (*i*) Song and Drama and (*j*) Research and Documentation Centre.

The Community Listening Scheme is now being run in eight hill districts of the State only.

There are ten Deputy Directors in Divisional Offices at Meerut, Allahabad, Gorakhpur, Faizabad, Jhansi, Agra, Varanasi, Moradabad, Bareilly and Lucknow. At the district level, there are, at present, 57 District Information Officers including two Public Relations Officers one at Aligarh and other at Meerut.

Budget ; The expenditure during 1987-88 under Plan and Non-Plan was Rs. 11,02,65,798.

Press Publicity ; The section issued 4,324 press notes, several features, 311 articles, 600 messages of ministers various newspapers during the year 1987-88 and 106 Assembly and Council questions were also attended. In addition Press Conferences were organised for the ministers as well as press tours for journalists to various development project sites were also conducted.

Activities of various departments were broadcasted and telecasted extensively through All India Radio and Doordarshan, Lucknow respectively.

Field Publicity : District Information Officers function in 57 districts to give wide publicity to the policies pursued by the Government. Film shows of economic, social and cultural importance are arranged with projectors. Information units at district level play an important role in giving due publicity to measures like Harijan Welfare, Family Welfare and Communal Harmony.

In order to strengthen, supervise and coordinate the district level publicity, 10 divisional offices have been established in Allahabad, Meerut, Jhansi, Gorakhpur, Faizabad, Agra, Varanasi, Moradabad, Bareilly and Lucknow, each under a Deputy Director. These officers have also exhibition units with them. There are ten Photo Units in the districts of Allahabad, Meerut, Agra, Kanpur, Gorakhpur, Faizabad (at Sultanpur), Varanasi, Moradabad, Bareilly and Lucknow.

Song and Drama : The Department conducts song and drama programmes. They include Bhajans, Puppet Shows, Qawwali, Magic, Drama Alaha, Nautanki, Birha and Folk Songs. In 1987-88 the target was fixed to hold 500 programmes in Plan and 2444 programmes in Non-Plan and fifty two programmes of "Naya Yug Nai Kranti". Programmes were broadcasted from Kanpur, Lucknow, Allahabad and Delhi Stations of All India Radio.

Advertising : The Advertisement Section handles release of Government advertisements to important newspapers and periodicals. A provision of Rs. 2 Crore 56 Lakh and 5 Thousands was made for newspaper and periodical advertisements during 1987-88 number of posters-pamphlets, folders, booklets, stickers, leaflets, handouts, Uttar Pradesh Annual 1985 and new edition of main publications viz., "Bees Sootri Karyakram in Uttar Pradesh, Karyanvayan, Anushravan, Jan Sahyog Gunvatta 'Book'," "Collection of Govind Ballabh Panth's speaches "Words That Moved (in English)' and 'Shabad Jinohone Prerit Kiya (in Hindi)' first part", "Uttar Pradesh Swatan trata Sangram Senani 'Kalyan' Sansathan Ki Pustak" and Fifty Four 'Zila Vikas' booklets were published.

Photo/Films : During 1987-88,4 colour newsreels and 8 colour documentary films were produced. The Photo Section prepared nearly 65,000 Photographs and 7 hundred Blow-ups for exhibition. A colour Photo Laboratory has also been established.

Exhibitions : During the year 1987-88, by the end of March, 53 Exhibitions were organised by the Department. The subjects used for Exhibitions were "Swatantrata Sangram", "Rashtriya Ekta," "Paryavaran" and "Vidhan Sabha Jayanti". These Exhibitions were also organised in Gangotri and Badrinath. The Department also participated in International Trade Fair Exhibition, Delhi. The district level units of the Information and Public Relations Department, Uttar Pradesh, Organised 345 exhibitions.

Information Centres : There are 62 Information Centres in the State, one each in every district. Pithoragarh and Chamoli have three information centres each at the tehsil level. A state level Information Centre functions at Lucknow.

Community Viewing Scheme : Being an effective medium to disseminate information on agriculture, medical, family welfare, national savings, regional development and entertainment, television play an important role in making people aware of Government's policies. Telecasting facilities were available at 34 T.V. towers including two at Balrampur and Ballia in the state in the year 1987-88. A total of 3504 Television sets have so far been installed in rural areas by the Information Department.

Community Listening Scheme : This scheme is operative in eight hill districts to keep poor, backward and illiterate population informed of the policies and programmes pursued by the Government.

Research and Documentation Centre : The Research and Documentation Centre of the department provides reference material to officers of the department and journalists on subjects, pertaining to the State as well as the country as a whole. Besides, it supplies, on demand, reference material to Government of India and other States and Institutions from time to time.

This section provides ready reference material on Uttar Pradesh for publication in 'India Reference Annual', 'The Statesman's Year Book', 'Times of India Directory & Year Book', including 'Who's Who' and 'Manorama Year Book'. At present this section has 7,156 priced books besides, Reports of Central and State Governments.

Plan Cell : This cell is charged with the task of preparing projects and budget estimates of the Department and reviewing and analysing different aspects of plans for their effective implementation.

WEST BENGAL

Capital : Calcutta. *Principal language*; Bengali. *Area*; 88,752 Sq. kms. *Population*; 5,45,80,617. *Literacy percentage* ; 40.94. *Number of Newspapers*; 2,550 (Dailies 95). *Circulation of Newspapers*; 5782000 Copies of 793 newspapers. *Principal Dailies*; Anand Bazar Patrika, Bengali,

Calcutta (4,09,334), Jugantar, Bengali, Calcutta (3,07,812), Statesman, English, Calcutta (1,73,709), Aaj Kal, Bengali, Calcutta (1,58,290) Amrit Bazar Patrika, English, Calcutta (1,22,837), Telegraph, English, Calcutta (1,20,035), Bartman, Bengali, Calcutta (1,04,410), Vishwa Mitra, Hindi, Calcutta (75,494), Ganashakti, Bengali, Calcutta (74,554), Sanmarg, Hindi, Calcutta (70,722). *Radio Stations* ; Calcutta, Kurseong, Siliguri. *Doordarshan Kendras* ; (*i*) High Power Transmitters (HPT)—Nil; (*ii*) Low Power Transmitters (LPT)—Malda, Kharagpur, Borddhaman, Balurghat, Shantiniketan, Darjiling; (*iii*) *Relay Centre* ; Asansol, Murshidabad, Kurseong. *Number of Cinemas* ; 797.

Organisation : The State Department of Information & Cultural Affairs consists of five functional wings, namely, (*a*) Information, (*b*) Cultural Affairs, (*c*) Film, (*d*) Language, (*e*) Archaeology.

Information Wing : The Wing is headed by a Director of Information who is assisted by, two Joint Directors, one Media Advisor, eleven Deputy Directors, 6 Assistant Directors, 22 Information Officers, one Research Officer, one Public Relations Officer for Jhasgram Affairs and one Press Information Officer based at New Delhi. At the field level, there are 18 District Information & Cultural Officers and 58 Subdivisional Information & Cultural Officers.

The Information Wing has 19 branches with specific functions. They are (*a*) Rural Information (*b*) News Bureau & Newspaper Section, (*c*) Translation Section, (*d*) Publication with editorial Section, (*e*) Distribution, (*f*) Exhibition, (*g*) Outdoor Publicity, (*h*) Research & 'Reference Section, (*i*) Photo Section, (*j*) Small Savings Publicity, (*k*) T.V. Viewing & Rural Braodcasting Scheme including Radio Rural Forum, (*l*) Public Relations Centres, (*m*) Mass Media Centre, (*n*) Information Centres inside and outside West Bengal, (*o*) Art Section, (*p*) Technical & Maintenance Section, (*q*) Teleprinter & Telex Service, (*r*) Hospitality and State Ceremonies, (*s*) Documentary Film and slide shows.

The Wing runs three Public Relations Centres at different places of Calcutta. The Information Centre at Siliguri has an auditorium having capacity for about 900 spectators besides an Exhibition Hall and a library. There is also a Zonal News Bureau of the Wing at Siliguri, which serves the newspapers of West Bengal (north). The Bureau along with the said Information Centre act as a nucleus for disseminating developmental news of West Bengal (north) and Cultural activities of this region. The Wing brings out its journal in six languages, Viz., Bengali, English, Hindi, Urdu, Nepali and Santhali.

Cultural Affairs Wing : It is headed by a Joint Secretary who is also the ex-officio Director of Culture, He is assisted by four Deputy Directors for functions like : (a) Fine Arts, (b) Promotion of Drama and Jatra, (c) Sangeet

Akademi, (d) Nepali Akademi and Nepali Press, (c) Folk Culture, (f) Bangla Akademi, (g) Promotion of literature and offering grants to needy artistes, (h) Folk Entertainment Section, (i) Paschim Banga Natto Akademi, (j) Running of big public halls like Rabindra Sadan, Mahajati Sadan, University Institute Hall, Sisir Mancha, Girish Mancha, Ahindra Mancha at Calcutta, Rabindra Bhavan at Chinsurah (Dist. Hooghly).

Film Wing : It is headed by a Deputy Secretary who is also Ex-officio Director. He is assisted by a Joint Director, two Deputy Directors, an Assistant Director and a Production Officer. It produces feature films, documentaries and newsreels. Nandan, a film centre is run by this Wing for propagation of film Culture. It has three auditoria, one film archive, one library. The West Bengal Film Development Corporation has been entrusted with the distribution of Government-produced films, construction of cinema houses and running of a color film laboratory complex.

The wing administers the West Bengal Cinemas (Regulation) Act and the West Bengal (Compulsory Censorship of Film Publicity Materials) Act.

Language Wing : Headed by a Deputy Secretary, the wing has been established : (1) to introduce Bengali at all levels of public services in this State, (2) to introduce Nepali as an Official language at Darjeeling, Kurseong and Kalimpong, the three hill subdivisions of the Darjeeling district. All the C.D. blocks are being provided with Bengali typewriting machines. The Nepali Language Cell is headed by a Special Officer who assists the District Magistrate, Darjeeling.

There are three Urdu Correspondence Cells one each at headquarter in Calcutta, Islampore and Asansol under this Wing. Letters received in Urdu are replied to in Urdu language from these Cells.

Arachaeological Wing : This Directorate is headed by the Director of Archaeology and is responsible for excavation, exploration and preservation of archaeological remains, running of museums, etc.

Union Territories

ANDAMAN AND NICOBAR ISLANDS

Capital ; Port Blair. *Principal languages* ; Hindi, Nicobari, Bengali, Malayalam, Tamil, Telugu. *Area* ; 8,429 Sq. kms. *Population* ; 1,88,741. *Literacy percentage* ; 51.56. *Number of Newspapers* ; 24 (Dailies 1). *Circulation of Newspapers* ; 1725, copies of 2 Newspapers. *Principal Dailies* ; Daily Telegram, English, Port Blair (N.S.). *Radio Stations* ; Port Blair. *Doordarshan Kendras* ; (*i*) High Power Transmitters (HPT)-Nil; (*ii*) Low Power Transmitters (LPT)—Port Blair, Car Nicobar, Mayabunder, Diglipur ; (*iii*) *Relay Centre* ; Nil. *Number of Cinemas* : 6.

Organisation ; The Directorate of Information, Publicity and Tourism functions under the Secretary, Information, Publicity and Tourism. It handles all matters relating to Information, Publicity and Tourism. Director of Information, Publicity and Tourism is the Head of Office in respect of the Department and he is assisted by a Deputy Director of Tourism, A Publicity Officer, an Information Officer, a Chief Editor and three Public Relations Officers.

Budget ; The annual budget plan for 1988-89 is 35 lakhs for Information and Publicity and for Tourism is 35 lakhs.

Press Facilities ; Press releases and advertisements are issued regularly to the local press. Press accreditation, Press Room and Press Tours are some of the other facilities provided to the Press at present.

The Press Information Bureau also runs an Information Centre at Port Blair.

Field publicity ; There are six mobile cinema units, two in South Andaman and one each at Car Nicobar, Campbell Bay and Mayabunder operated by the Directorate.

Film Library ; The department maintains a good film library at Port Blair. There are at present over 80 feature films (Hindi) and more than 2,900 documentaries and Indian News Reels (INR). The films are issued to various departments, agencies for free screening.

Photo Unit ; The Department arranges photographic coverage of developmental activities, state functions and VIP visits through the Photo Unit.

Exhibition ; The Department regularly organises exhibitions in various parts of the territory and also participates in exhibitions organised by other

government and private agencies within and outside the territory including India International Trade Fair. State level exhibition is also organised at Port Blair every year.

Bharat Darshan Tours ; Every year ten or more Nicobari tribals including woman social workers are taken on Bharat Darshan Tour to various States and Union Territories with a view to exposing them to the developments going on in such States. During 1988-89,9 persons were deputed on Bharat Dharshan Tour.

Publications : The Department brings out two daily newspapers, the Daily Telegrams (English) and the Dweep Samachar (Hindi) News letters, pamphlets and booklets are also brought out by the Department on various subjects of special interest as and when required.

Information Centres : There are 22 Information Centres run by the Department in the Islands. The Department also supplies reading materials to three more Information Centres run by the Community Development Blocks.

Community Viewing : The Department has installed 23 TV sets in and around Port Blair under the Community Viewing Scheme. 10 Direct Reception Sets have been provided in the Rural areas.

CHANDIGARH

Capital : Chandigarh. *Principal languages* ; Hindi, Punjabi. *Area* ; 114 Sq. kms. *Population* ; 4,51,610. *Literacy percentage* ; 64.79 *Number of Newspapers* ; 208 (Dailies : 21). *Circulation of Newspapers* ; 621000 Copies of 15 newspapers. *Principal Dailies* ; Tribune, English (1,52,255), Indian Express, English (53,613). *Radio Stations* ; Chandigarh. *Doordarshan Kendras* ; (*i*) High Power Transmitters (HPT)-Nil; (*ii*) Low Power Transmitters (LPT)-Nil; (*iii*) *Relay Centre* ; Nil. *Number of Cinemas* ; 8.

Organisation : The Director, Hospitality and Tourism holds the additional charge of the post of Director, Public Relations and Cultural Affairs. He is further assisted by one Publicity Officer One Publications Officer, One Assistant Information Officer and other clerical and technical staff.

Press Publicity: The Directorate releases press notes, issues articles and messages to the newspapers and other organisations on behalf of the Administration, Adviser to the Administrator and other Secretaries of the Administration, conducts press parties to cover important functions, sends press clippings to the Administrator, Adviser to the Administrator and other Administrative Secretaries and also assists in Publicity campaigns of the Administration's other departments and the Government of India. Special

radio talks of the Adviser to the Administrator and other administrative Secretaries are arranged from time to time. Field Publicity Cinema shows are arranged in the rural areas, labour colonies and in other sectors where economically weaker sections of people reside. Documentaries and newsreels received from the Films Division, Government of India are shown alongwith the feature films. The media of radio and television are also fully utilised to give O.B. Coverage to important functions.

Advertising: The Directorate releases classified and display advertisements of various departments of the Administration to newspapers and periodicals. Special supplements are also sponsored by the Department on important occasions.

Publications: A monthly magazine 'OPEN HAND' is brought out regularly. The publication work in regard to the activities and achievements of various departments of the administration is also undertaken. The department also brings out New Year Diaries and Telephone directory.

Photographic Coverage: The photographic coverage is given to all the functions of the Administration. Important functions are also got covered for Doordarshan Jalandhar and Delhi. It has also been planned to start video units to give coverage to all the development projects and important functions of the Administration and to exhibit them in rural areas and colonies.

Cultural Activities: The Directorate arranges cultural programmes by inviting eminent artistes and cultural groups, both local and from outside. Cultural programmes are also arranged in the urban as well as in the rural areas with the collaboration of Song and Drama Division and Field Publicity Organisation, Government of India and also under inter-state Cultural Exchange Programme of Government of India. Under this programme, Chandigarh Cultural Troupe visited Maharashtra, Andhra Pradesh during 1987-88. Performances by Foreign Cultural Troupes are arranged in collaboration with the Indian Council for Cultural Relations, Ministry of External Affairs, Government of India. The Department also arranges cultural troupes to participate in the National level Cultural Festivals. Troupes are also sent to Kulu to participate in the Dussehra Festival.

The Administration has also revived its three Akademies, namely Chandigarh Sahitya Akademi, Chandigarh Sangeet Natak Akademi and Chandigarh Lalit Kala Akademi Which have been doing commendable work in their respective fields. With a view to giving fillip to the cultural activities, competitions in one-act-play and other fields of theatre art are held among amateur groups, school and college students.

Community Viewing Scheme: With a view to providing entertainment to the villagers and also make them aware of latest development's

in defferent fields, a Community Viewing Scheme has been undertaken under which T.V. sets have been provided in 8 villages and the implementation of scheme in rest of the villages is under process.

DADRA AND NAGAR HAVELI

Capital: Silvassa. *Principal languages*: Bhilli, Bhilodi, Gujarati, Hindi. *Area*: 491 Sq kms. *Population*: 1,03,676. *Literacy percentage*: 26.67. *Number of Newspapers*: 1 (Dailies : N.S). *Circulation of Newspapers*: nil. *Principal Dailies*. Nil. *Radio Stations*: Nil. *Doordarshan Kendras*: (*i*) *High Power Transmitters* (*HPT*)—Nil; (*ii*) *Low Power Transmitters* (*LPT*)—Silvassa; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 2.

Organisation: This Administration has only one Field Publicity Office for publicity and release of Advertisements. The General Manager (District Industries Centre), Dadra and Nagar Haveli looks after the work of the Chief Publicity Officer of the Administration who is assisted by only one Field Publicity Officer.

Budget: The total budget for the Union Territory of Dadra and Nagar Haveli for 1988-89 is Rs. 990.00 lakhs. (PLAN) for Field Publicity Department Rs. 3.20 Lakh

Field Publicity : The Field Publicity Unit organises films shows regularly in the remote areas of the Union Territory with 16mm Projector. 15 shows being organised in every month. Drama Bhavai and Lok Geet programmes are also organised to educate and inform the people about the National Plan Schemes.

Press Publicity: The Department issues Press Notes, and Photographs to the Press regularly on important events of Dadra and Nagar Haveli for publication.

Advertisements: Advertisements of Government Departments are routed through the Publicity Unit.

Publications: The Publicity Unit is also publishing one Fortnightly "News Bulletin" covering the highlights and important events of Dadra and Nagar Haveli Administration. Monthly news letter is also issued to All India Radio, New Delhi for broadcast. One calender is also published depicting developmental activities of the Union Territory.

Community Listening & Viewing Scheme: The Administration has installed 10 T.V. Sets and 66 Radio sets for community listening and viewing purposes in the Union Territory.

DELHI

Capital: Delhi. *Principal languages*: Hindi, Punjabi, Urdu. *Area*: 1,483 Sq. kms. *Population*: 62,20,406. *Literacy percentage*: 61.54. *Number of Newspapers* : 3,194 (Dailiest 84). *Circulation of Newspapers* - 8701000 Copies of 841 newspapers. *Principal Dailies*: Nav Bharat Times, Hindi (2,91,389), Hindustan Times, English (2,81,748), Times of India, English (2,05,376), Punjab Kesari, Hindi (1,72,082), Hindustan Hindi (1,40,068), Indian Express, English (1,13,478), Jansatta, Hindi (98,697), National Herald, English (54,832), Sandhya Times, Hindi (53,452). *Radio Stations*: Delhi. *Doordarshan Kendras*: (*i*) *High Power Transmitters* (*HPT*)—Delhi : (*ii*) *Low Power Transmitters* (*LPT*)—Nil; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: 74.

Organisation: The Directorate of Information and Publicity is headed by a Dy. Director as Head of Office, whereas the Director, Information & Publicity is the Head of Department. The Director is assisted by Dy. Directors, Information Officers. Asstt. Information Officers and Field Publicity Officer for publicity purpose. On the administration side, the Director is assisted by an Administrative Officer and Office Superintendent.

The Directorate has press and publication wing, an audio-visual wing, advertising cell and field publicity wing.

Budget Plan. Rs. 37.70 Lakhs and Non-Plan: Rs. 29.20 Lakhs (1988-89).

Press: It consists of the Press Cell, Departmental Publicity, References & Research Cell. Newspaper Clippings and Press Reaction and Analysis Cell. It daily provides clippings of news and views appearing in dailies of Delhi to the Chief Executive Councillor, Executive Councillors, Lt. Governor, Chairman and Dy. Chairman, Metropolitan Council and Heads of Departments etc. for persual. It also issues rejoinders regarding misleading reports in the press. Departmental publicity deals with publicity of various departments. The cell also keeps itself constantly in touch with Radio and T.V.

Photo Cell: The photo cell is not only providing photo coverage of the functions and activities of the various departments of the Administration, but also prepares photographs for T.V. stills, exhibition panels, administration's journals and publications photo albums. A colour laboratory processing and printing of colour print is being installed in the photo unit during the current financial year.

Publication: The Directorate is bringing out three journals, a Hindi

monthly and an Urdu and a Punjabi quarterly. Besides, publicity literature, calender and telephone directory, brochures, booklets, hand bills, posters etc. are also published from time to time.

Film Wing: Film wing headed by a Films Officer is responsible for production/direction of documentaries/short films video, TV, VCR equipments, release of films video cassets in cinema houses/Delhi Doordarshan and arranging of film shows in the rural/urban areas of U.T. Delhi. The Film Officer also acts as Liasion Officer for foreign films showing areas.

Field Publicity Wing: This Wing arranges publicity by organising film shows and cultural performance through film show Unit and Song and Drama unit. This wing also organises publicity for the small saving schemes.

Advertising: The Advertising cell prepares and releases advertisements to the various newspapers and periodicals. Advertisements of various departments of Delhi Administration are also released through this unit.

Exhibition: The Exhibition cell is responsible for preparation of various types of visual material e.g. photo panels, three dimensional charts, models translides, etc. depicting the progress and plan schemes of various departments. It also organises big and small exhibitions.

GOA DAMAN AND DIU

Capital: Panaji. *Principal languages*: Konkani, Marathi, Hindi, English. *Area*: 3814 Sq.kms. *Population*: 10,86,730. *Literacy percentage*: 64.0, *Number of Newspapers*: (N.S.) (Dailies (N.S.) *Circulation of Newspapers*: 52441 Copies of 17 Newspapers. *Principal Dailies*: Nav Hind Times, English, Panaji (20254). *Radio Stations*: Nil. *Doordarshan Kendras*: (*i*) *High Power Transmitters* (*HPT*)—Nil; (*ii*) *Low Power Transmitters* (*LPT*)—Daman, Diu; (*iii*) *Relay Centre*: Nil; *Number of Cinemas*: 28.

Organisation: The Department of Information is headed by a Director, who is assisted by two Information Officers—one for publications and the other for publicity work.

Press Publicity: The Department regularly issues press released and photographs besides organising press conference and tours of journalists to various development projects.

Field Publicity: The Department organises 28 films shows per month with four 16 mm projectors. Special film shows during various national celebrations are also arranged.

Exhibition: Exhibitions, both in and outside the State are organised by the Department.

Research and Reference: The Department maintains for reference facility a small library, important publications, journals and records.

Publications: The Department brings out a monthly magazine 'Nave Parva, which highlights the important events of the Government. Besides it publishes; books, booklets, pamphlets, folders and posters.

Photo Unit: The Unit covers all the important national and local functions.

Community Listening Unit: The main object of the community Listening Scheme is to give wide publicity to Government activities in rural areas and as such 260 Community Listening Radio sets have so far been supplied to the village panchayats.

Community Viewing Scheme: Under Community Viewing Scheme 158 coloured and 204 black and white T.V. sets have been installed in all the Village Panchayats of Goa.

LAKSHADWEEP

Capital: Kavaratti. *Principal language*: Malayalam. *Area*: 32 Sq. kms. *Population*: 40,249. *Literacy percentage*: 55.07. *Number of Newspapers*: Nil (Dailies Nil), *Circulation of Newspapers*: (N.S.) *Principal Dailies*: (N.S.) *Radio Stations*: Nil. *Doordarshan Kendras*: (*i*) *High Power Transmitters* (*HPT*)—Nil; (*ii*) *Low Power Transmitters* (*LPt*)—Minicoy, Kavaratti, Amini, Andrott, Agotti, Kalpani, Chetlet; (*iii*) *Relay Centre*: Nil. *Number of Cinemas*: Nil.

Organisation: The Information Office is headed by an Information Officer. There are nine Information Units and one Photo Unit headed by Information Assistant Cum photographer in Kavaratti, Minicoy, Kalpeni, Andrott, Agatti, Amini, Kadmat, Kiltan and Chetlat Island.

Budgets: Approved outlay in Union Territory for 1987-88 under Plan is Rs. 16.40 Crore and Rs. 77.33 Lakhs on centrally sponsored schemes like IRDP, NREP and RLEGP.

Field Publicity: Film shows, public meetings and group discussions are arranged. In addition, itensive publicity campagns are also organised by the Information Department and important National days are celebrated.

Song and Drama: The department has two Auditeria at Kavaratti and

Minicoy. Traditional songs and dances groups are engaged for entertaintment during media campaigns in the Islands. Island level drama competitions is also organised.

Publications: A weekly titled "LAKSHADWEEP TIMES" is publishing every week. Besides above Phamplets like "CORAL PARADISE" etc. are publishing.

Exhibitions: The department organised exhibitions in and out side the Territory.

Community Viewing Scheme: A total of 17 nos. Direct Reception TV sets have been installed in all inhabited Island.

PONDICHERY

Capital: Pondicherry. *Principal languages*: Tamil, French. *Area*: 492 Sq.kms. *Population*: 6.04,471. *Literacy percentage*: 55.85. *Number of Newspapers*: 53 (Daily: 1). *Circulation of Newspapers*: 27000 Copies of 23 Newspapers. *Principal Dailies* : (N.S.) *Radio Stations* Pondicherry *Doordarshan Kendras*: (*i*) *High Power Transmitters* (*HPT*)—Nil; (*ii*) *Low Power Transmitters* (*LPT*)—Pondicherry, Karaikol; (*iii*) *Relay Centre*, Nil. *Number of Cinemas*: 53.

Organisation: The Directorate headed by a Director handles various schemes concerning mass media viz., Field Publicity, Song and Drama, Exhibitions and Visual Publicity, Press Advertisements, Information Centres, Publication, Radio Rural Forums, Community Listening Sets and community Viewing Sets.

Budget: An approved outlay of Rs. 27.30 lakhs is earmarked in the budget of the current financial year (1988-89) under the Plan Scheme.

Field Publicity: The Directorate arranges film shows, distributes publications, posters and other publicity materials to rural areas, voluntary and Government organisations. During 1987-88, 157 film shows were conducted.

Song and Drama: This Unit tries to identify and exploit traditional media and to train local talents for greater utilisation in publicity efforts. 122 Cultural programmes were arranged during 1987-88.

Exhibition: The Administration conducted a Silver Jubilee Exhibition at Outlandai Thidal, Pondicherry from 15-8-87 to 13-9-87 to commemorate the 25th Year Liberation of Union Territory of Pondicherry, 40th Year of India's Independence and birth Centenary celebration of Pt. Nehru, which attracted a large gathering.

Advertising: Press advertisements not only publicise the activities and

policies of the Government but also encourage small newspapers in the Union Territory. Advertisements of other departments are also released to the Press through this Directorate.

Information Centres: There are two State Information Centres, one each at Pondicherry and Karaikal which disseminate information through periodicals, magazines and photographs, dailies, weeklies and fortnightlies in all the principal languages, besides Hindi.

Publications: The Directorate publishes a Tamil monthly bulletin entitled 'Puthuvai Saithigal'. It also brings out booklets, folders, leaflets and other printed literatures as and when required.

Press Publicity: Issuing of press releases, arranging of photo, All India Radio and T.V. coverage of important events, ceremonies and functions are done by this Directorate.

Radio Rural Forums: All India Radio broadcasts on Tuesdays and Fridays, a programme specially designed for and directed to rural masses, thus benefitting a large number of rural people through the 80 Radio Rural Forums functioning in the different areas of the Union Territory.

Community Listening: For promoting the Community Listening Scheme, 334 radio sets have been provided to the different villages in the Territory. These sets are provided on a fifty per cent subsidy but are supplied free of cost to the villages/colonies dominated by the weaker sections of the society and harijans.

Community Viewing: To enable the rural people to gain from the most effective medium of mass communications, the Territory has installed, colour TV sets in 61 villages for the Community viewing purposes.

Chronology of Events

April 1987

1 The Annual Report of the Ministry of Information and Broadcasting for 1986-87 released.

4 Sachichidanand Hiranand Vatsyayan, Agyeya, 76, noted journalist, writer and Jnanpith award winner passes away in Delhi.

— 'Film and Video Piray', a Seminar by the National Film Development Corporation (NFDC), the Film Federation of India (FFI) and the Association of Motion Pictures and TV Programme' held in Bombay.

6 Indo-Yemen cultural agreement signed in New Delhi.

7 The Special Transtel Prize of the Tenth Futura Contest 1987, Berlin, awarded to 'Beyond the Storm', a documentary by Madras Doordarshan.

— Clio Awards presented to short films 'Dangers of Smoking' and 'Cherry Blossom' Shoe Polish'.

– Silver Cup, the Second Best Film, awarded to the short film 'High Adventures on White Waters at the 42nd International festival of Sports Films, Turin, Italy.

9 Vidya Prakash Sarwar Taumsvi given the All India Bahadur Shah Zafar Award, 1986, for Urdu journalism.

10 Raj Thapar, 61, Joint Editor, 'Seminar', and author of children's and other books, passes away in New Delhi.

14 Narotamdas Shah, 70, Editor and proprietor, 'Jai Hind', a Gujarati daily, passes away in Rajkot.

15 Madhu Jain, New Delhi Correspondent, 'India Today', nominated the Eve's Weekly Woman Journalist Award 1987.

16 Bikash Roy, 70, the noted Bengali stage and film actor, passes away in Calcutta.

18 Mohan Wadhvani, 74, the popular documentary film maker and the former Chief Producer, Films Division passes away in Bombay.

20 Bharatendu Barish Chandra Awards, for 1985 distributed, Jagdish Prasad Chaturvedi bagged the first prize of Rs. 10,000 for his book 'Patrakarita Ke Pariprekshya'.

Shankar, 65, the famous film music director passes away in Bombay.

Media India Awards for 1986 distributed; Dorilal Aggarwal, Editor, 'Amar Ujala' bagged 'Sita Award' for his long and distinguished contribution to Hindi journalism, Prabha Dutt Award to Vichitra Sharma, senior reporter, 'The Hindustan Times', for her useful and investigative reporting and K.S. Jolly, Chief Reporter, PTI, for his outstanding contribution in the field of journalism for over three decades.

May

1 The 34th National Film Awards announced; Girish Kasaravalli's 'Tabarana Kathe' (Kannada), adjudged the Best Feature Film, Gautam Ghose's 'Land of Sand Dunes' the Best Short Film, Arun Kumar Ray's 'Rabindranath O. Chalachitra' (Bengali), the Best Book on Cinema, Chidananda Dasgupta the Best Film Journalist.

— Publications of the National Herald and Away dailies of the Associated Journals Limited, resumed.

— P. Prabhakara Menon, 61, a former News Editor, 'Indian Express', Cochin Editor, passes away in Cochin.

— 'Deepika', a daily, Kottayam, celebrates one hundredth year of its publication.

3 D.R. Mankekar, 76, veteran journalist and writer passes away in New Delhi.

10 Mandua Mitra's 'Ayoniha', a Diploma Film, FTII, receives a special Mention from the International Jury of the 33rd International Documentary and Short Film Festival Oberhansen, West Germany.

13 Sunaparant, the first Konkani newspaper in Devnagari script released at Mar magao.

14 Surender Jha, Editor, 'Science Age', Bombay, gets the Indian National Science Academy's first Indira Gandhi Prize for popularisation of Science.

15 Low power TV transmitter commissioned at Ratnagiri.

15 Rajeshwar Prasad Singh, 83, veteran journalist and Editor, 'Maya', a Hindi Magazine, passes away in Allahabad.

20 A Seminar on 'Higher Management and Programme Policy, organised by the Staff Training Institute (Programmes) of AIR inaugurated.

— The 26th annual session of the All India Small and Medium Newspapers Federation inaugurated in New Delhi.

— Ganpatrao Govindrao Jadhav, 70, Founder Editor, 'Pudhari, a Marathi daily, passes away in Kolhapur.

— A tow-day conference of Directors and Superintending Engineers of Doordarshan inaugurated in New Delhi.

21 Sailesh Kottary, Deputy Editor, the 'Illustrated Weekly of India', gets the special award of the Inlaks Foundation for excellence in journalism for 1987.

29 T.S. Magarajan, well known photo-journalist, bags 1987 gold award and special commendation by the pacific Asia Travel Association (PATA).

— P. Pulliah, 76, veteran film director of Tamil and Telugu films, passes away in Madras.

30 John Abraham, 49, noted film director, passes away in Kozhikode.

June

1 Khwaja Ahmad Abbas, 73, the veteran film maker, playwright and journalist, passes away in Bombay.

3 Bapalal Doshi, 81, the former Managing Director, 'Janmabhoomi' group of Newspapers, passes away in Ahmedabad.

4 Rama Rao, 58, Tamil film comedian, passes away in Madras.

5 Ketan Kapoor, 65, noted Hindi film director, passes away in Bombay.

6 The All India Small and Medium Newspapers Federation institutes an award to perpetuate the memory of Shrikant Verma, journalist, poet and parliamentarian.

7 Gautam Ghose's Hindi film 'Paar', gets International Federation of Film Critics (FIPRESCI) Award at the Varna International Red Cross Film Festival Bulgaria.

10 Shri Ajit Kumar Panja, Minister of State for Information and Broadcasting addresses the Second General Conference of Information Ministers of Non-Aligned countries in Harare.

10 Prem Kumar of 'Indian Express', Chandigarh, and the late Giani Jagjit Singh of Gurdaspur chosen for the Sane Guruji Awards for fearless journalism for 1985-86.

— Omkarnath 'Jeevan' Durgaprasad, 72, popular character actor of Hindi cinema, passes away in Bombay.

16 Cultural Exchange Programme between India and Maldives signed.

18 Shankar Bhandari, 60, a noted journalist and Konkani writer, passes away in Panaji (Goa).

— Hiren Bose, 84, veteran film director, producer and music director, passes away in Calcutta.

— Bani Ghosh's 'Shan-e-Awadh', a Doordarshan entry, awarded the first prize at the 23rd International TV Festival—Golden Prague in Prague, Czechoslovakia.

27 R.M. Cama of 'Bombay Samachar', elected as the Chairman of the Press Trust of India Ltd.

28 200th TV transmitter commissioned at shahdol, Madhya Pradesh.

29 Journalists Ramakrishna Upadhyay of 'Indian Express', Bangalore, Pushpa Iyengar of the 'Times of India, Bombay and Hardev Singh Sanotra of the 'Business Standard', Delhi Bureau, selected for 'Journalism in Europe', a ten-month scholarship programme.

July 2 The Ministry of Information and Broadcasting constitutes a 16-member 'Forward Looking Group (headed

by P.S. Deodhar, Chairman of the Electronic Commission, to identify the emergence of new technologies of relevance and their application to the electronic media.

11 The noted columnist, Khushwant Singh, and former 'Times of India' Editor, Shamlal are among the eight journalists and writers who are honoured with Harmony Awards for 1985 and 1986 by the Organisation of Understanding and Fraternity.

13 Nirmal Nibedo, 41, Amrita Bazar Patrika Correspondent, is found dead in his room in New Delhi.

18 The President, Giani Zail Singh, gives away the Durga Ratan Awards for outstanding work in journalism for the period 1976 to 1985.

— TV transmitter commissioned at Guna (Madhya Pradesh) and Palanpur (Gujarat).

August

1 K. Subbarayan, 77, veteran journalist passes away in New Delhi.

2 SMS. Kohli, 57, veteran journalist passes away in New Delhi.

18 Cultural exchange programme between India and Mongolia signed.

— G.K. Reddy, 65, Chief of bureau and political correspondent of the 'Hindu' in New Delhi passes away in New York.

19 Surya Kumar alias Robert, 59, noted Choreographer of the film world, passes away in Bombay.

22 Romesh Thapar, 66, Editor and Publisher, 'Seminar', passes away in New Delhi.

23 Samar Sen, 71, noted poet and Editor, 'Frontier', passes away in Calcutta.

30 Kuldip Singh's short film 'Services of Trees' gets Bronze Bunch at the Santaram International Film Festival, Portugal.

Sept.

1 Prakash Mehra, film producer, selected for National Integration Council Award for 1987 for promoting national integration through his film medium.

— Films Division's short film 'Angara for Wool' chosen for Slovak Co-operative Farmers' Union Award at the Agricultural Film Festival Czechoslovakia.

3 Meena Shorey, noted film actress of yester—years, passes away in Lahore.

5 TV transmitter commissioned at Nagercoil, Tamil Nadu.

6 Venilal Gopalbhai Joshi, 78, Veteran journalist, passes away in Surat.

9 Lalit Kishore, 68, News Editor, "Janashakti", a Hindi daily passes away in Patna.

11 Surendra Nath, 76, the popular actor and singer of yester-years passes away in Bombay.

12 Govind Talwalker, Editor, 'Maharashtra Times', chosen for the Giant International Award for 1987 for his contribution to journalism.

15 Suman Dubey, former Editor, 'Indian Express', joins the Ministry of Information and Broadcasting as adviser in the grade of Additional Secretary.

18 'Lehren', India first video magazine by Multichannel Video Production, launched.

23 Rajinder Krishan, 68, the noted lyricist and dialogue-screenplay writer of Hindi films, passes away in Bombay.

29 Md. Elias, a veteran Reporter, 'Amrita Bazar Patrika', killed in Jamshedpur.

October

1 Mehatab Chandra Mathur, 76, a senior journalist and former manager and Chief Correspondent, Press Trust of India, Kanpur, passes away in Kanpur.

3 Srikant Verma National Integration Award in journalism presented to Abhay Chhajlani, Editor, 'Nai Duniya', a Hindi daily, published from Indore.

5 The Hirachand Nemchand Doshi Puraskar presented to Saroj Jain, Senior Correspondent, 'Dainik Hindustan' (Hindi), for her extensive services to Jainism at large.

6 Atul Tikoo, 23, Sports Reporter, 'Indian Express', and former junior national champion and record holder in 800 metres, passes away in New Delhi.

12 Mahadevi Verma Journalism Award instituted by the Indian Federation of Small and Medium Newspapers.

13 Kishore Kumar Ganguly, 58, the popular playback singer, film actor, producer and director, passes away in Bombay.

14 Anand Agrawal, Editor, 'Jawan Bharat', a Hindi daily, murdered in Satna, Madhya Pradesh.

14 Dalchand K. Kadam, a Bombay based cartoonist, awarded 'Honor Summus' medal for his outstanding and exemplary contribution in the field of journalism.

18 Ashok P. Hudlikar, 67, former Chief Reporter, 'Indian Express' Bombay, working for the 'National Herald', passes away in Bombay.

19 Rameshwar Guru, 76, senior journalist and social worker, passes away in Jabalpur.

25 "A.B. See" and "The Balloon", Children's films, bag Jury' Award of Merit at the International Festival of Children's Films, Chicago (16-25 October 1987).

26 India International Photographic Council honours Datta Khopkar, T. Kasinath, Rahul R. Ranadive, M.R. Pawar, Anil Aggarwal, Tirth Das Gupta, Om Prakash Kapoor and Narayan Thiagarajan.

27 Cultural exchange programme between India and Ethiopia signed.

November

5 Dr. Dasaradhi Krishnakachari, 62, former poet laureate and Telugu film lyricist, passes away in Hyderabad.

8 Sakthi T.K. Krishna Swami, 74, veteran stage and film scriptwriter, passes away in Madras.

9 Thergai Srinivasan, 51, well-known Tamil film comedian, passes away in Bangalore.

11 Farooq Kaiser, 57, noted film lyricist and dialogue writer, passes away in Bombay.

13 Bhupen Hazarika, lyricist, composer, singer and film maker, honoured with Sangeet Natak Academy Award for 1987 recognition of his contribution to the folk music of Assam.

14 The fifth International Children's Film Festival begins at Cuttack-Bhubaneswar.

15 Shyamal Mitra, 58, well-known film playback singer passes away in Calcutta.

19 Second Channel of Calcutta Doordarshan Kendra commissioned.

— Mahra Roy Chaudhary, the late Bengali film actress, presented the Best Actress Award for the role in Tapan Sinha's Hindi film 'Aadmi Aur Aurat' at the 5th Damasand International Film Festival, Syria.

21 The Government of Himachal Pradesh institutes one State Award and one National Award for writing best developmental stories on Himachal Pradesh.

22 The Marathi daily 'Lokmat' institutes three annual 'patrapandit P.V. Gadgil Lokmat Puraskar, in memory of its founder editor, P.V. Gadgil for journalists in Maharashtra for write ups on socio-economic changes; for (*ii*) staff members for investigative and rural reporting.

— 'Air Around Us', an educational television programme of Central Institute of Educational Technology, NCERT, bags Special Prize in the international education programme content for 1987 at Nippon, NOSO Kyokai (NJK), Tokyo, Japan.

23 Golden Elephant for the best feature film to 'Swami' (Hindi) and Silver Elephant to Master Manjunath for his acting in the same film awarded at the 5th International Children's Film Eestival, Cuttack-Bhubaneshwar.

24 The new regulations for the National Film Festival issued.

— The Films Division's documentation, 'A.B.See directed by Arun Gongade and 'The Balloon' directed by B.R. Shendge, presented the Jury Award at the 4th Chicago International Festival of Children's Films.

28 The Bhopal edition of Hindi daily 'Nai Duniya' launched.

— Kedarnath Guru, 52, noted film actor and producer passes away in Puri, Orissa.

30 Harnam Singh, 65, popularly known as 'Pravasi', veteran Hindi journalist and poet passes away in Hyderabad.

December

1 Ved Gupta, 70, veteran Journalist and ex-member of Jammu and Kashmir Union of Working Journalists passes away in Jammu.

2 The Delhi edition of the 'Indian Express' and 'Financial Express' resume their publications.

— Sawam Kumar Tak's 'Pyar ki Jeet' bags Top International Award at the Italian International Festival of Neo-Realistic Films, Avellino.

4 Manna Dey, noted playback singer, awarded the Lata Mangeshkar Samman Award of the Madhya Pradesh Government for light music for 1987-88.

5 The National Film Development Corporation's Hindi film 'Mirch Masala' directed by Ketan Mehta bags the East-West Centre Award at the 7th Hawai International Film Festival, Honolulu.

— Dr. Latif Yezadani, 90, senior journalist, associated with 'The Hindu', Madras, passes away in Raipur.

— Laxmikant Chokhani, 90 senior journalist, working for 'Loksatta', a Marathi daily from Bombay, passes away in yavamal.

9 The 55-day strike of the U.P. cinema exhibitors and distributors is called off.

16 Harkishan Trivedi, noted journalist and freedom fighter passes away in New Delhi.

22 The Harmony Awards for 1985 and 1986 presented to eight journalists for their contribution to the cause of integration and national unity.

23 S.L. Das, 68, veteran journalist, former special correspondent, 'Dainik Hindustan', passes away in New Delhi.

— C.L. Suri, 77, former News Editor, 'Indian Express' and Member, Press Council of India, passes away in New Delhi.

24 Marudur Gopalan Ramachandran, 70, the popular film actor, producer, director, distributor, studio-owner and Chief Minister, Tamil Nadu, passes away in Madras.

26 Satindra Bhattacharya, 50, the Bengali stage and film actor, passes away in Calcutta.

30 Dattaram Baburao Naik, 60, popularly known as N. Dutta, eminent film music director, passes away in Bombay.

January 1988

2 Anwar Hussain, 67, popular character actor of Hindi Cinema, passes away in Bombay.

5 Polson, 40, comedian of Hindi films, passes away in Bombay.

— The first National Conference on Film Certification held in Bombay.

8 The First Children's Educational Video Festiva concludes at Ahmedabad.

9 K.G. Vijayan, noted Malayalam playback singer and music director, elder of Jaya-Vijaya musical passes away in Trichurpalli.

10 Filmotsav'88 inaugurated in Trivandrum, Kerala.

14 Asit Chowdhury, 72, well known Bengali film producer and distributor, passes away in Calcutta.

17 Leela Mishra, 80, veteran character actress of Hindi Cinema, passes away in Bombay.

18 Madhusudan Chaturvedi, 76, veteran Hindi writer and journalist, passes away in Hyderabad.

20 Durlab Singh, Founder Editor, 'The Indian Observer', passes away in New Delhi.

21 Film Import Policy, replacing the October 1984 policy, announced.

24 Filmotsav'88 concludes in Trivandrum.

25 Rajbans Khanna, 67, noted documentary film maker, passes away in Bombay.

26 'Bharat Ratna', the highest civilian conferred posthumously on M.G. Ramachandran, Tamil Nadu Chief Minister' Akkineni Nageswara Rao, noted film actor, producer, director of Telugu and Hindi films given the Padma Bhushan; Shabana Azmi, popular actress of art and mainstream cinema; Mario De Miranda, Cartoonist, and Nissin Ezekiel, honoured with 'Padma Shri.

28 Vimal Kant, well-known Marathi stage and film actress, passes away in Bombay.

29 Nimai Ghosh, 75, veteran film director and cinematographer, passes away in Madras.

February

3 The eighth World Book Fair inaugurated in New Delhi.

4 Sudipta Chakraborty, better known as Master Bappal in the film world, dies in an accident at Paraganas.

6 Sarang Barot, the noted Gujarati novelist, and columnist; passes away in Bombay.

9 Shambu Saha, 83, renowned photographer, passes away in Calcutta.

12 A cultural and educational exchange programme that includes exchange in the field of radio, television and cinema is signed between India and Mexico.

13 Ramesh Verma, 83, veteran journalist and freedom fighter, passes away in Agra.

— Jamil Mehdi, 58, Chief Editor, 'Azaem', Urdu-daily, Lucknow, passes away in New Delhi.

25 Shri H.K.L Bhagat and Shri Krishna Kumar, take over as Minister and Minister of state in Information and Broadcasting Ministry respectively.

— The eighth World Book Fair comes to an end.

17 Dr. M.D. Natraj, 46, Editor, 'Janavani, Kannada Evening daily, and former MLC, passes away in Bangalore.

19 S.V. Sahasranamam, 75, veteran stage screen actor, passes away in Madras.

23 N.K. Swamy, 61, veteran journalist and former Staff Correspondent, 'Times of India', passes away in Bhubaneshwar.

— Tapan Sinha's children's film 'Aaj Ka Rohinhood' awarded a commendation by the International UNICEF Jury at the 38th Berlin International Film Festival.

27 Partha Sarathy Chanda And Ajit Rao win prizes of the Hindustan Times Second Annual Cartoon Contest 1988.

29 The B.D. Goenka Awards for excellence and distinguished service in journalism for 1985 and 1986 presented.

March 5 Santosh Dutta, 62, popular comedian of Bengali cinema, passes away in Calcutta.

6 Cultural exchange programme between India and Korea signed.

— Indu Raj Anand, 68, veteran Hindi film script writer, passes away in Bombay.

7 Akashwani Annual Awards for 1986 presented.

— The golden jubilee celebrations of the Indian Newspaper Society (INS) inaugurated in New Delhi.

8 Dalpat Rai, 86, veteran film actor, passes away in Lakshadweep.

13 B.A. Subba Rao, 73, veteran film producer and director passes away in Hyderabad.

— Indo-Trinidad cultural agreement signed.

14 TV transmitter commissioned at Mandi, Himachal Pradesh.

15 Teletrust of India, a national TV newsagency launched by the TV Programme Producers of India.

16 J.D. Singh, Editor, 'The Daily', Bombay, adjudged as the media person for the year 1987, for his 'dedication and excellence in communication' in the field of journalism.

— S. Gurumurthy, journalist and financial advisor, 'Indian Express', awarded Dr. Vasireddy Malah

Trust's Ninth Annual Award for investigative journalism for his series of articles, entitled 'Anatomy of Secret Money.'

17 Pulin Behari Sanyal, 72, veteran journalist, passes away in Calcutta.

18 R.K. Kak, 77, veteran journalist, passes away in Srinagar.

19 Sushil Mazumdar, 82, popular Bengali film director, passes away in Calcutta.

22 Jaya Bachchan is appointed Chairperson of the Children's Film Society of India.

23 Manimala, Patna Correspondent, 'Navbharat Times', presented the Journalism for Human Rights Award of the People's Union of Civil Liberties (PUCL) for 1986.

24 Sirkazhi S. Govindarajan, 55, eminent Carnatic music vocalist and film playback singer passes away in Madras.

26 Maneal Khivsara of 'Dainik Marathwada' selected for the 1988 Chameli Devi Jain Award for being the outstanding woman journalist.

27 Kalpana Sharma, Assistant Editor, Indian Express', selected for the Chameli Devi Jain Award for 1986 for an outstanding woman journalist.

— S.N. Tripathi, 72, veteran film music director, passes away in Bombay.

29 Timir Baran Bhattacharya, 83, popular film music director, passes away in Calcutta.

30 B.K. Karanjia, former Editor, 'Screen', is appointed chairman of the National Film Development Corporation.

TABLE 2.8

Number of Newspapers in 1987 (State of Periodicitywise)

State/Union Territories	Dailies	Tri/bi Weeklies	Weeklies	Fortnightlies	Monthlies	Others	Total
Andhra Pradesh	114	3	482	227	421	90	1,337
Assam	10	6	86	31	53	29	215
Bihar	212	11	449	104	163	55	994
Gujarat	46	2	204	94	314	78	738
Goa, Daman & Diu	10	—	11	9	24	15	69
Haryana	22	—	172	130	118	42	484
Himachal Pradesh	3	—	29	11	31	18	92
J & K	40	2	137	17	21	9	226
Karnataka	173	6	295	180	443	124	1,221
Kerala	146	2	156	137	649	122	1,212
Madhya Pradesh	155	8	739	88	154	51	1,195
Maharashtra	218	24	763	265	1,040	599	2,989
Manipur	34	3	9	10	28	17	101
Meghalaya	1	4	28	4	12	8	57
Mizoram	22	4	22	6	3	6	10
Nagaland	—	—	8	—	—	2	39
Orissa	28	1	63	44	188	106	430
Punjab	58	1	276	104	241	65	745
Rajasthan	172	4	573	457	218	89	1,513
Sikkim	—	1	—	—	—	—	1

State/Union Territories	Dailies	Tri-bi-Weeklies	Weeklies	Fortnightlies	Monthlies	Others	Total
Tamil Nadu	161	9	191	194	742	148	1,445
Tripura	14	2	43	4	8	3	74
Uttar Pradesh	310	18	1,693	488	791	248	3,468
West Bengal	95	9	549	416	813	668	2,550
Andaman & Nicobar	1	—	13	1	5	4	24
Arunachal Pradesh	—	—	—	—	—	—	—
Chandigarh	21	—	41	20	73	53	208
Dadra & Nagarhaveli	—	—	1	—	—	—	1
Delhi	84	11	460	401	1,553	685	3,194
Lakshdeep	—	—	—	—	—	—	—
Pondicherry	1	1	8	4	17	22	53
Total	2,151	132	7,501	3,366	8,123	3,356	24,269

TABLE 2.7

Number of Newspapers in 1987 (Language and periodicity-wise)

Language	Dailies	Tri/bi Weeklies	Weeklies	Fortnightlies	Monthlies	Quarterlies	Others	Annual	Total
Hindi	830	36	3,560	1,278	1,684	283	94	18	7,783
English	184	16	496	391	1,772	883	474	106	4,322
Assamese	3	2	30	18	28	8	6	—	95
Bengali	61	12	458	318	520	311	101	7	1,788
Gujarathi	46	4	207	103	355	40	26	9	790
Kannada	125	4	212	103	289	31	11	2	804
Kashmiri	—	—	1	—	—	—	—	—	1
Malayalam	143	1	135	124	516	31	13	5	978
Marathi	155	14	425	116	364	73	33	70	1,250
Oriya	22	—	53	41	170	51	13	4	354
Punjabi	45	1	210	46	183	22	17	—	524
Sanskrit	2	—	5	1	12	12	3	—	35
Sindhi	7	—	25	8	30	3	2	—	75
Tamil	155	5	169	164	493	18	6	1	1,011
Telugu	61	2	184	116	290	17	5	—	675
Urdu	224	13	798	225	366	35	12	3	1,676
Bilingual	34	13	395	217	780	239	85	25	1,788
Multilingual	9	4	67	38	170	50	23	6	367
Others	45	5	71	32	101	57	12	—	323
Total	2,151	132	7,501	3,366	8,123	2,164	936	256	24,629

Dailies with Circulation above one lakh

Sr. No.	Name, Language and Place of Publication	Circulation
1.	Ananda Bazar Patrika, Bengali, Calcutta	4,09,334
2.	Punjab Kesari, Hindi, Jullandhar	3,50,311
3.	Jagantar, Bengali, Calcutta	3,07,812
4.	Times of India, English, Bombay	2,97,410
5.	Nav Bharat Times, Hindi, Delhi	2,91,389
6.	Hindustan Times, English, Delhi	2,81,748
7.	Loksatta, Marathi, Bombay	2,63,545
8.	Gujarat Samachar, Gujarati, Ahmedabad	2,60,274
9.	Malayala Manorama, Malayalam, Calicut	2,09,994
10.	Times of India, English, Delhi	2,05,376
11.	Malayala Manorama, Malayalam, Kottayam	2,03,417
12.	Mathrubhumi, Malayalam, Calicut	1,87,435
13.	Statesman, English, Calcutta	1,73,709
14.	Punjab Kesari, Hindi, Delhi	1,72,082
15.	Maharashtra Times, Marathi, Bombay	1,71,241
16.	Mathrubhumi, Malayalam, Cochin	1,62,868
17.	Aaj, Kal, Bengali, Calcutta	1,58,290
18.	Hindu English, Madras	1,56,243
19.	Jagran, Hindi, Kanpur	1,54,792
20.	Sandesh, Gujarati, Ahmedabad	1,53,038
21.	Tribune, English, Chandigarh	1,52,255
22.	Malayala Manorama, Malayalam, Cochin	1,49,730
23.	Prajavani, Kannada, Bangalore	1,49,638
24.	Kerala Kaumadi, Malayalam, Trivendrum	1,48,930
25.	Sakal, Marathi, Poona	1,47,483
26.	Bombay Samachar, Gujarati, Bombay	1,42,616
27.	Hindustan, Hindi, Delhi	1,40,068
28.	Nai Duniya, Hindi, Indore	1,36,958
29.	Indian Express, English, Bombay	1,23,268
30.	Amrit Bazar Patrika, English, Calcutta	1,22,837
31.	Ajit, Punjabi, Jullandhar	1,20,426
32.	Telegraph, English, Calcutta	1,20,035
33.	Aj, Hindi, Varanasi	1,17,921
34.	Mathrubhumi, Malayalam, Trivendrum	1,17,606
35.	Samaj, Oriya, Cuttack	1,16,324
36.	Indian Express, English, Delhi	1,13,478
37.	Rajasthan Patrika, Hindi, Jaipur	1,09,513
38.	Dinamani, Tamil, Madurai	1,04,650
39.	Bartman, Bengali, Calcutta	1,04,410
40.	Phulchhab, Gujarati, Rajkot	1,00,870

TABLE 3.2

Circulation of Newspapers, 1987 (Language & periodicity-wise)

(In thousands)

Languages	Dailies	Tri/bi-weeklies	Weeklies	Fortnightlies	Monthlies	Quarterlies	Others	Annuals	Total
Hindi	7,245	75	4,364	1,731	3,647	41	54	—	17,157
English	3,924	5	1,715	1,187	2,663	186	44	3	9,727
Assamese	170	—	103	50	47	—	—	—	370
Bengali	1,318	23	760	410	602	49	12	—	3,174
Gujarati	1,398	3	469	108	559	4	—	—	2,541
Kannada	612	3	782	21	352	3	—	45	1,818
Malayalam	1,657	—	2,978	1,021	818	1	12	—	6,487
Marathi	1,522	5	525	37	400	5	—	63	2,557
Oriya	478	—	27	17	127	22	3	—	674
Punjabi	583	—	375	48	395	3	—	—	1,404
Sanskrit	2	—	4	—	2	2	—	—	10
Sindhi	55	—	34	6	2	—	—	—	97
Tamil	1,470	36	2,243	531	670	9	—	—	4,959
Telugu	723	—	1,013	80	324	1	—	—	2,141
Urdu	1,355	41	864	95	415	36	—	—	2,806
Bilingual	59	19	206	44	281	25	8	13	655
Multilingual	—	—	23	1	68	5	1	—	98
Other Languages	36	—	42	4	70	3	—	—	155
Total	22,607	210	16,527	5,391	11,442	395	134	124	56,830

TABLE 2.11

Cities Having 100 or more Publications (Language and Periodicity-wise) 1987

Cities	Dailies					Weeklies				
	English	Hindi	Language of the state in which situated	Others	Total	English	Hindi	Language of the state in which situated	Others	Total
Delhi	36	40	—	19	95	115	199	—	146	460
Calcutta	10	13	29	21	73	42	45	98	27	212
Bombay	16	5	15	19	55	60	27	34	59	180
Madras	7	—	119	4	130	24	—	111	11	146
Bangalore	15	1	46	14	76	18	5	111	34	168
Hyderabad	14	3	18	35	70	40	8	46	211	305
Jaipur	4	36	—	3	43	3	181	—	2	186
Lucknow	7	13	—	3	23	3	50	—	4	57
Patna	8	105	—	32	145	14	114	—	56	184
Pune	3	1	16	—	20	3	1	36	9	49
Kanpur	2	21	—	14	37	—	110	—	39	149
Trivendrum	1	—	22	1	24	2	—	19	3	24
Ahmedabad	3	2	11	1	17	3	1	35	4	43
Cochin	2	—	26	1	29	6	—	30	3	39
Chandigarh	4	12	—	5	21	1	7	—	23	41
Meerut	—	14	—	1	15	1	98	—	14	113
Ludhiana	—	—	5	8	13	1	12	25	24	62

Cities	Dailies					Weeklies				
	English	Hindi	Languages of state in which situated	Others	Total	English	Hindi	Languages of state in which situated	Others	Total
Burdwan	—	1	5	—	6	6	2	66	3	77
Saharanpur	—	8	—	1	9	1	72	—	25	98
Kottayam	—	—	19	1	20	1	—	29	6	36
Nagpur	3	7	5	2	17	1	14	18	14	47
Bhopal	3	17	—	7	27	7	195	—	9	211
Aligarh	3	9	—	2	14	2	61	—	8	71
Moradabad	—	8	—	7	15	2	75	—	23	100
Dehradun	2	5	—	3	10	6	41	—	3	50
Allahabad	1	9	—	2	12	12	14	—	7	33
Agra	1	17	—	—	18	1	42	—	3	46
Varanasi	1	6	—	3	10	1	28	—	4	33
Indore	1	17	—	—	18	3	100	—	3	106
Jammu	5	—	16*	1	22	12	5	67	3	87
Muzaffarpur	3	36	—	3	42	1	62	—	5	68
Jalandhar	—	3	8	8	19	4	8	29	17	58
Amritsar	—	1	1	1	3	—	2	16	5	23
Total	155	410	361	222	1148	406	1579	770	807	3562

TABLE 2.11

Cities	Others					Total				
	English	Hindi	Language of the state in which situated	Others	Total	English	Hindi	Language of the state in which situated	Others	Total
Delhi	1,184	792	—	663	2,639	1,335	1,031	—	828	3,194
Calcutta	350	91	651	154	1,246	402	149	778	202	1,531
Bombay	625	77	230	301	1,233	701	109	279	379	1,468
Madras	209	11	360	133	713	140	11	590	148	989
Bangalore	140	6	327	91	564	173	12	484	139	808
Hyderabad	111	12	128	129	380	165	23	192	375	755
Jaipur	20	210	—	58	288	29	428	—	60	517
Lucknow	61	133	—	88	282	71	196	—	95	362
Patna	20	103	—	46	169	42	322	—	134	498
Pune	46	12	177	34	269	52	14	229	43	338
Kanpur	18	100	—	48	166	20	231	—	101	352
Trivandrum	31	1	156	45	233	34	1	198	48	281
Ahmedabad	20	5	136	21	182	26	8	182	26	242
Cochin	15	1	83	42	141	23	1	139	46	209
Chandigarh	73	28	—	45	146	88	47	—	73	208
Meerut	11	53	—	13	77	12	165	—	28	205
Ludhiana	26	16	37	30	109	27	28	67	62	184

TABLE 2.11

Cities	Others					Total				
	English	Hindi	Language of the state in which situated	Others	Total	English	Hindi	Language of the state in which situated	Others	Total
Burdwan	3	1	80	8	92	9	4	151	11	175
Saharanpur	6	45	—	23	74	7	125	—	49	181
Kottayam	10	—	76	16	102	11	—	124	23	158
Nagpur	19	13	31	19	82	23	34	54	35	146
Bhopal	4	41	—	20	65	14	253	—	36	303
Aligarh	4	21	—	30	55	9	91	—	40	140
Moradabad	1	21	—	14	36	3	104	—	44	151
Dehradun	16	28	—	15	59	24	74	—	21	119
Allahabad	31	49	—	14	94	44	72	—	23	139
Agra	4	38	—	13	55	6	97	—	16	119
Varanasi	14	40	—	18	72	16	74	—	25	115
Indore	3	58	—	10	71	7	175	—	13	195
Jammu	11	4	2	4	21	28	9	85	8	130
Muzaffarpur	2	14	—	2	18	6	112	—	10	128
Jalandhar	15	12	39	13	79	19	23	76	38	156
Amritsar	16	11	59	20	106	16	14	76	26	132
Total	3119	2047	2572	2180	9918	3682	4037	3704	3205	14,628

TABLE 5.1

Ownership pattern of Newspapers, 1987

Form of ownership	Number of newspapers	Percentage
Individuals	16,876	68.5
Societies/Associations	3,719	15.1
Firms/Partnership	1,141	4.6
Joint Stock Companies	1,081	4.4
Government/ (Central/State)	642	2.6
Others	1,170	4.8
Total	24,629	100.00

TABLE 5.2

Circulation of Newspaper under different Forms of Ownership, 1987

Form of Ownership	Number	Circulation (in thousands)	Percentage share in total circulation
Individuals	2,553	19,397	34.1
Joint stock Companies	456	24,270	42.7
Firms/Partnership	286	7,120	12.5
Societies/Associations	558	2,745	4.9
Trust	133	2,265	3.9
Government	75	573	1.0
Others	70	460	0.9
Total	4,131	56,850	100.00

*For which circulation was available.

Output of Feature Films

S. No.	Language	1951	1956	1961	1966	1971	1976	1981	1982	1983	1984	1985	1986	1987	1988
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.	Assamese	—	3	2	2	5	5	5	5	4	5	10	7	8	7
2.	Bengali	38	54	36	30	30	32	42	49	49	35	28	47	35	37
3.	Bhojpuri	—	—	—	—	1	—	5	3	11	9	6	19	14	8
4.	Dogri	—	—	—	1	—	—	—	—	1	—	—	—	—	5
5.	English	—	—	—	—	1	2	2	1	1	2	1	—	1	6
6.	Gujarati	6	3	7	2	3	29	34	39	27	30	22	13	11	6
7.	Garhwali	—	—	—	—	—	—	—	—	1	1	—	1	3	—
8.	Hindi	100	123	109	108	120	106	153	148	132	165	187	159	150	182
9.	Haryanvi	—	—	—	—	—	—	—	—	1	4	10	7	6	5
10.	Kannada	2	14	12	21	33	45	65	51	72	81	69	59	88	67
11.	Konkani	—	—	—	—	—	1	—	1	—	—	1		—	—
12.	Khasi	—	—	—	—	—	—	—	—	1	1	—	—	—	—
13.	Malayalam	7	5	11	31	52	84	111	117	112	121	137	130	103	83
14.	Manipuri	—	—	—	—	—	—	—	—	3	2	—	1	—	1
15.	Marathi	16	13	15	12	23	10	27	24	20	25	16	17	27	23
16.	Nepali	—	—	—	1	—	—	—	2	2	4	4	—	6	2
17.	Oriya	—	2	2	2	1	6	10	9	12	14	17	17	9	16
18.	Punjabi	4	—	5	4	2	10	8	6	19	10	8	7	8	6
19.	Sindhi	—	—	—	1	1	—	—	—	—	—	—	1	—	—
20.	Silent	—	—	—	—	—	—	—	—	1	—	—	—	—	—
21.	Sanskrit	—	—	—	—	—	—	—	—	1	—	—	—	—	—

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
22.	Tamil	26	51	49	60	73	81	137	141	128	148	190	154	167	152
23.	Telugu	20	27	55	41	85	93	132	154	134	170	198	192	167	162
24.	Tulu	—	—	—	—	2	2	1	—	1	1	—	—	1	—
25.	Rajasthani	—	—	—	—	—	—	2	3	4	2	3		4	7
26.	Brijenasha	—	—	—	—	—	—	—	1	—	1	—	—	1	—
27.	Maithili	—	—	—	—	—	—	—	1	—	—	1	—	—	—
28.	Malvi	—	—	—	—	—	—	—	1	—	—	—	—	—	—
29.	Urdu	—	—	—	—	—	—	—	7	4	1	2	1	1	3
30.	Kashmiri	—	—	—	—	—	—	—	—	1	—	—	—	—	—
31.	Dimansa	—	—	—	—	—	—	—	—	—	—	1	—	—	—
32.	Nimadi	—	—	—	—	—	—	—	—	—	—	1	—	—	—
33.	Kumagiri	—	—	—	—	—	—	—	—	—	—	—	—	1	—
	Total	219	295	303	316	433	507	737	763	741	833	912	540	806	773

11. Thematic Classification on Indian Feature Films

Theme	1970	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984
Social	254	313	332	420	458	594	605	602	523	588	673
Crime	80	89	86	55	78	37	63	56	108	75	88
Fantasy	13	7	9	5	13	8	6	3	12	1	1
Historical	2	7	10	6	6	9	—	5	3	4	4
Biographical	3	1	2	4	5	3	3	2	1	7	1
Mythological	18	19	27	20	16	23	20	11	13	15	17
Legendary	18	14	27	22	13	15	15	6	7	1	8
Devotional	1	12	6	19	14	8	15	27	28	17	17
Children	7	7	4	5	7	12	19	12	18	19	3
Stunt	—	1	2	—	7	1	3	1	1	—	—
Social/Devotional	—	—	—	—	—	—	—	—	1	1	1
Social/Stunt	—	—	—	—	—	—	—	—	1	—	—
Social Fantasy	—	—	—	—	—	—	—	—	2	—	—
Adventure	—	—	—	—	—	—	—	—	—	—	—
Political	—	—	—	—	—	—	—	—	—	—	—
Social/Crime	—	—	—	—	—	—	—	—	10	7	—
Documentary	—	1	2	1	1	—	—	—	2	—	—
Educational	—	—	—	—	—	2	1	5	5	—	—
Horror	—	—	—	—	1	1	1	4	2	—	—
Scientific and Technical	—	4	—	—	—	—	—	—	—	—	—
Others	—	—	—	—	—	1	1	3	27	6	14
Total	**396**	**475**	**507**	**537**	**619**	**714**	**742**	**737**	**763**	**741**	**833**

35th National Film Awards 1987

I—FEATURE FILMS

S.No.	Category	(3) Film	(4) Recipient	(5) Award	(6) Citation
(1)	(2)	(3)	(4)	(5)	(6)
1.	Best Feature Film	Halodhia Choraye Baodhan Khai (Assamese)	Sailadhar Barua & Jahnu Barua (Producers) Jahnu Barua (Director)	Swarna Kamal and a cash prize of Rs. 50,000/- Swarna Kamal and a cash prize of Rs. 25,000/-	For its mastery of cinematic form and the totality of its authentic depiction of the Indian rural problem and for the life affirmating human dignity it portrayed in the face of the most trying social circumstances."
2.	Indira Gandhi Award for Best 1st Film of a Director	Ekti Jiban (Bengali)	M/s Chalachitra (Producer) Raja Mitra (Director)	Swarna Kamal and a cash prize of Rs. 25,000 Swarna Kamal and a cash of Rs. 25,000	For a very courageous 1st attempt of a director in tackling the subject of an individual unwavering in his conviction in the cultural value of his language.
3.	Award for the Best Film providing popular and wholesome entertainment	Pushpaka Vimana (Kannada)	Srinagar Nagraj and Sangeetam Srinivasa Rao (Producers) Singeetam Srinivasa Rao (Director)	Swarna Kamal and a cash prize of Rs. 40,000 Swarna Kamal and a cash prize of Rs. 20,000	For "its innovative approach to entertainment."

4.	Nargis Dutt Award for Best Feature Film on National Integration	Tamas (Hindi)	M/s Blaze Entertainment Pvt Ltd. (Producer) Govind Nihalani (Director)	Rajat Kamal and a cash prize of Rs. 30,000 Rajat Kamal and a cash prize of Rs. 15,000	For recreating without compromise the tragic events leading to the communal holocaust at the eve of partition in a Punjab village."
5.	Award for the Best Film on other social issues	Ore Oru Gramathiley (Tamil) and Vedham Puthithu (Tamil)	S. Rangarajan and M/s Janani Art Creation (Producers) K. Jothipandian and P. Bharathirajaa (Director)	Rajat Kamal and a cash prize of Rs. 30,000 Rajat Kamal and a cash prize of Rs. 15,000	For "tackling the problem of caste differences and discrimination from the opposite ends of the hierarchy in their own way in a convincing manner and for the rigorous statement they make and the solutions they offer."
6.	Award for the Best Children's Film	Swamy (Hindi)	T. S. Narasimhan (Producer) Shanker Nag (Director)	Swarna Kamal and a cash prize of Rs. 30,000 Swarna Kamal and a cash prize of Rs. 15,000	For "the delightful recreation of childhood and growing up in an Indian village during the freedom movement."
7.	Award for Best Direction	Anantaram (Malayalam)	Adoor Gopalakrishnan (Director)	Swarna Kamal and a cash prize of Rs. 25,000	For "the exceptional mastery of the craft in dealing with a very complex and unusual subject for the cinema."
8.	Best Actor	Nayakan (Tamil)	Kamal Hasan	Rajat Kamal and a cash prize of Rs. 10,000	For "his outstanding and moving portrayal of a multi-faceted character with subtle moral nuan ces played with total control and extra ordinary histrionic skill."

(1)	(2)	(3)	(4)	(5)	(6)
9.	Best Actress	Veedu (Tamil)	Archana	-do-	For "the totally naturalistic portrayal of a middle class working woman faced with every-day tensions of living and her attempts to overcome the every increasing problems of urban life.
10.	Best Supporting Actor	Hrithubhedam (Malayalam)	Thilakan	Rajat Kamal and a cash prize of Rs. 10,000	For "his sharp and incisive delineation of the immorality of a human being who is weak and mean."
11.	Best Supporting Actress	Tamas (Hindi)	Surekha Sikri	Rajat Kamal and a cash prize of Rs. 10,000	For ',her compelling per formance as a woman who has not lost her innate human goodness even under the most adverse and stressful conditions of the holocaust."
12.	Best Child Artiste	Swamy (Hindi)	Manjunath	Rajat Kamal and a cash prize of Rs. 10,000	For "his utterly charming and delightful porrayal of a young school-going village boy who is a combination of innocence and mischief pointing to the inherent natural wisdom of the young."

13.	Best Music Direction	Tamas (Hindi)	Vanraj Bhatia	Rajat Kamal and a cash prize of Rs. 10,000	For "creating a thematic score on a heroic scale through melody and com plex harmonic arrange-ments of a symphonic character to stress the human anguish dur-ing the holocaust that followed partition help-ing greatly in defining the tragic dim;nsion of the events."
14.	Best Lyrics	Ijaazat (Hindi)	Gulzar	-do-	For "an extremely ele-gant lyric using subtle similies and metaphors to express attachment, desire and partition and finally to serve as a definition to love within the context of the film.'
15.	Best Male Playback Singer	Unnikale ... Katha Parayam (Malayalam)	K . J. Yesudas	-do-	For "the vivacity and mellifluous rendering of the theme song, giving full and meaningful expression to the lyric in the Malayalam film.".
16.	Best Female Playback Singer	Ijaazat (Hindi)	Asha Bhonsle	-do-	For "her rendition with high professional skill and expression, of the many nu_nces of emo-tion and meaning of the highly poetic lyrics."

(1)	(2)	(3)	(4)	(5)	(6)
17.	Best Screenplay	Anantaram (Malayalam)	Adoor Gopalkrishnan	-do-	For "the precision in structuring a very complex narrative content requiring both exceptional dramatic and literary skills."
18.	Best Editing	Vedham Puthithu (Tamil)	P. Mohanraj	-do-	For "being able to find an original editing vocabulary appropriate to the story in order to create a perfect blend of narrational and motivational elements."
19.	Best CinemaPhotography	Nayakan (Tamil)	P.C. Sriram	Rajat Kamal and a cash prize of Rs. 10,000	For "the precise interpretation in lighting and camera operation adding a very vital dimension to the narrative."
20.	Best Audio-graphy	Anantaram (Malayalam)	P. Devadas, T. Krishnanunni and N. Harikumar	-do-	For "harnessing all the elements of sounds, music and silence to create a perfect complement to the visual design of the film."

21.	Best Art Direction	Nayakan (Tamil)	Thotta Tharini	-do-	For "interpreting the visual content of the film as authentically as possible both in the design and construction of the sets and the colour schemes, to create the appropriate atmosphere and character of the film."
22.	Best Costume Designing	Pestonjee (Hindi)	Ramilla Patel and Mani Rabadi	-do-	For "recreating the costuing of the period and the Parsi community with meticulous attention to details enhancing the quality of the film in the Hindi film Pestonjee."
23.	Special Jury Award		M.B. Srinivasan	-do-	For "his contribution to a whole genre of film music for promoting the welfare of technicians of all disciplines in the film industry and for pioneering choral music of a very high order and community singing on a national scale."

No film was found suitable for—Best Feature Film on Family Welfare.

II. BEST FEATURE FILM IN EACH REGIONAL LANGUAGES

(1)	(2)	(5)	(4)	(5)	(6)
1.	Assamese	Pratham Ragini	S.N. Bora	Dhiru Bhuyan	For "a significant achievement as a first film in a region still young in cinema and for the portrayal of a young girl's courage and optimism in the face of great adversity and persons tragedy."
2.	Bengali	Antaryali Yatra	N.D.D.C.	Gautam Ghose	For "creating through an event of the early 19th century a universal parable of exploitation, life and death with an underlying faith in the inevitability of change."
3.	Hindi	Pestonjee	N.F.D.C.	Vijaya Mehta	For "creating an exquisite of and gentle tale full of irony, stressing the universal need for human companionship, loyalty and acceptance of life."
4.	Kannada	Kaadina Benki	M/s. Manasa Arts	Suresh Hablikar	For "its sincerity in its attempt to delve into the problem of marital discords due to psychological imbalance in an artistic manner."

(1)	(2)	(3)	(4)	(5)	(6)
5.	Malayalam	Purushartham	P.T.K. Mohaman	K.R. Mohanan	For "creating a highly disciplined work of great formal quality of a little boy's discovery of his dead father's environment and his eventual alienation from his mother."
6.	Marathi	Sarja	Seema Deo	— Rajdutt	For "its patriotic vigour in the retelling of a story set during the turbulent times of Shivaji."
7.	Oriya	Nisidha Swapna	Manmohan Mahapatra	Manmohan Mahapatra	For "its uncompromising technique in objectively observing the life of a family in an Oriya village defining the attitudes motivations, hopes and disillusionment of each one in the context of social change of which they are all a part."
8.	Tamil	Veedu	Kala Das	Balu Mahendra	For "a deeply compassionate portrayal of a middle class working woman with an old grandfather and sister as her dependents, attempting to retain the integrity of her family in the present day urban milieu."

III. NON-FEATURE FILMS

(1)	(2)	(3)	(4)	(5)	(6)
1.	Best Anthropological/ Ethnographic Film	Raaste Bund Hai Sub	Manjari Dingwaney, Rural Labour Cell (Producer) Manjira Dutta (Director)	Rajat Kamal and a cash prize of Rs. 10,000 Rajat Kamal and a cash prize of Rs. 10,000	For "dealing with an old issue such as casteism in a profound cinematic style wherein the leitm otif of the exploitation of man by man and its consequencesity the present are never lost track of."
2.	Best Biographical Film	Basheer— The Man	Kannamkulam Abdulla (Producer) M.R. Rahman (Director)	-do-	For "its presentation of a relatively unknown literary personality through a fresh spontaneous uninhibited portrayal that brings out complexity of an unconventtional individual, rich in wit and worldly wisdom."
3.	Best Arts/Cultural Film	The Kingdom of God	Silpabharati Publicity (for Films Division) (Producer) Ranabir Ray (Director)	-do-	For "treating its subject with careful cinematic detail with a deep sincerity towards the very rich folk painting scene in rural India."

4.	Best Scientific Film (including) Environment and Ecology)	A Cooperative for Snake Catchers	Eco Media Pvt Ltd. (Producer) Romulus Whitaker and Shekar Dattatri (Directors)	-do-	For "the informative portrayl of concepts such as the use of traditional skills and knowledge existing in a trade society for the common good indirectly, spreading a scientific temper all around."
5.	Best Industrial Film	Golden Muga Silk—The Cultural Heritage of Assam and Looking Back	Director (N.E.) Cetral Silk Board, Assam and Drishtikon Productions (for Films Division) (Producer)	-do-	For "its exhaustive and well researched analysis of Assam traditional seri-culture industry and the factors they have contri-buted to its survival and growth."
			Siba Prasad Thakur and Prakash Jha (Directors)		For "depicting a highly technical area of the contemporas industrial scene with sophistica-tion and style."
6.	Best Agriculture Film include subjects related to Agriculture like Animal Hsubandry, Dairying, etc.	Angora for Wool	D. Gautaman (Film Division (Producer) K. Jagajivan Ram (Director)	Rajat Kamal and a cash prize of Rs. 10,000 Rajat Kamal and a cash prize of Rs. 10,000	For "its simplicity and straight forwardness in advising the people of hills regions to adopt the comparative new and remundative occu-pation of rearing angora rabbits for their wool."

(1)	(2)	(3)	(4)	(5)	(6)
7.	Best Historical Reconstruction/ Compilation Film	The Story of Delhi	Serbjeet International (for Films Division) (Producer) Serbjeet Singh (Director)	-do-	For "its aesthetic and innovative presentation of the architectural history of a great capital city, giving the viewer the sense of being a participant-observer in its evolution and thus a sense of pride in belonging to such a city."
8.	Best Film on Social Issues	Sankalp	Madhya Pradesh Film Development Corporation Ltd. (Producer) Rajendra Janglay (Director)	-do-	For "rendering in a poetic and at the same time sociological manner, the ordinary theme of the construction of a dam, it allied good and its consequences that would be the harbinger of progress."
9.	Best Educational/Motivational Film	Pani	Sumitra Bhave (Producer and Director)	-do-	For "expounding that selfhelp is the best help and that solutions to individual problems or those of a society can be initiated and completed successfully even within the development process."

10.	Best Exploration/Adventure Film (to include Sports)	Antarctica— A Continuing Mystery (News Magazine No.101)	Vijay B. Chandra Films Division (Producer) Mahesh Kamble (Director)	-do-	For "its daring and poetic coverage of scientific experiments carried out in Antarctica."
11.	Best News Film	Colours of Life (News Magazine (No. 100)	Pritam S. Arshi Films Division (Producer) Mahesh P. Sinha and Sant Lal Prasad (Directors)	-do-	For "bringing out the message that the disabled can also live and work like others through the narration of the successful human story of a handicapped artist Jayantilal Shihora, who paints holding the brush in his mouth."

While the producer of the Best Feature Film in each regional language was given Rajat Kamal and a cash prize of Rs. 20,000, the Director received a Rajat Kamal and a cash prize of Rs. 10,000.

The Jury for the feature films was headed by Shyam Benegal with the following members—Abdul Majid, Amita Malik, Sarkar Janaki, Jaya Bachan Nachiket Patwardhan, B.S. Narayana, Pavithran, Sadhu Mehar, Salil Chaudhury, Shaji and U.S. Vadiraj. A total of 113 films were screened out of which 19 films in 27 different categories recognising individual excellence as well as collective out were selected.

III. NON-FEATURE FILMS

S.No.	Category	Film	Recipient	Award	Citation
(1)	(2)	(3)	(4)	(5)	(6)
1.	Best Non-Feature Film	Bhopal : Beyond Genocide	• Cinemart Foundation (Producer)	Swarna Kamal and a cash prize of Rs. 15,000	For "its sincere, conscientious study of a very important socio-technological issue of recent times which explorisit's Subject—with a muiti-faceted and humanistic approach."
			Tapan K. Bose, Suhasini Mulay and Salim Shaikh (Directors)	Swarna Kamal and a cash prize of Rs. 15,000	
2.	Best Animation Film	End Game (English)	B.R. Shendge, Film Division (Producer)	Rajat Kamal and a cash prize of Rs. 10,000	For "effectively using medium of animation to make a visual metaphor come alive the shadow of nuclear annihilation looms over the world as superpowers play a deadly game which has no winners."
			Arun Gongade (Animator)	Rajat Kamal and a cash prize of Rs. 10,000	
3.	Special Jury Award	Barren Harvest (English)	Rajiv Mehrotra (Director)	Rajat Kamal and a cash prize of Rs. 8,000	For his sensitive and creative handling of the serious iodine deficiency in flood-prone areas of Eastern U.P.

4.	Short Fiction Film (Not exceeding 70 mts duration)	The Eight Column Affair (English)	Director, FTTI (Pune) (Producer) Shriram Raghavan (Director)	-do-	For its innovative use of cinematic techniques to put together a sur-realistic collage of visual that add its narrative full of whimsical humour.

The Jury made a special Mention of Ashok Gunjal for his aesthetically pleasing and technically proficient camera work in the film 'The Kingdom of God'.

The Jury for non-feature films was chaired by Buddhadeb Dasgupta with K.K. Kapil, N. Lakshminarayan, K. Viswanath and Ram Mohan as members.

V. BEST WRITING ON CINEMA

S. No.	Category	Title	Recipient	Award	Citation
(1)	(2)	(3)	(4)	(5)	(6)
1.	Best Book on Cinema	Kazhchayude Asanthi Malayalam)	V. Rajakirshnan (Author)	Rajat Kamal and a cash prize of Rs. 10,000	For "focussing on the major trends and impulses in National and International cinema, for promoting the appreciation of cinema as a serious art form, for under lining the relevance of cinema in the depiction of the basic concerns of presen day society."
2.	Best Film Journalist		Brajeshwar Madan	Rajat Kamal and a cash prize of Rs. 5,00	For "his indepth approach to film appreciation, not limited sole y to film reviewing, but extending to the wider aspect of film making, and analysing the theme and treatment of the films for their social relevance."

Sunil Ganguly with Manarcad Mathew and K.L. Nandan as members headed the Jury for the Best Writing on Cinema.

DOCUMENTARIES AND SHORTS

S. No.	Film	Award	Festival
(1)	(2)	(3)	(4)
1.	"High Adventure on White Waters"	Silver Cup, Second Best Film	42nd International Festival of Sports Films, Turin, Italy.
2.	"Dangers of Smoking" and "Cherry Blossom Shoe Polish"	Clio Awards	-do-
3.	"Ayonija"	Laudable mention	33rd West German Short Film Week, Oberhausen
4.	"Services of Trees"	Bronze Bundh	13th International Film Festival of Santaram, Portugal.
5.	"Angora For Wool"	Crustalent Glass vase, Slovak Co-operative Farmers' Union Award	Agricultural Film Festival, Agrofilm '87, Nitra, Czechoslovakia.
6.	"Drought Story"	Bronze Trophy	9th International Festival of Agrarian Cinema, Zaragoza, Spain.
7.	"A.B. See"	Jury Award of Merit	International Festival of Children's Films, Chicago (16–25 December, 1987).
8.	"The Balloon"	-do- Certification of Participation	-do- (ii) 2nd Los Angales International Animation Celebration.
9.	"The Four Steps"	-do-	12th Los Angeles International Animation Celebration
10.	Antartica—A Continuing Mystery	Diploma of Participation	Tech film '87, Pardubice, Czechoslovakia.

Films Division : Awards Won by the Film Division

Year	International Awards: Major Awards: Prizes, shields, trophies	International Awards: Diploma and Certificates	Indian Awards: National Awards: Medals	Indian Awards: National Awards: & Certificates	Indian Awards: Other Indian Awards: Trophies	Indian Awards: Other Indian Awards: & Certificates	Total
1949	—	1	—	—	—	—	1
1950	—	13	—	—	—	—	13
1951	1	6	—	—	—	—	7
1952	—	7	—	—	—	—	7
1953	1	6	1	2	—	—	10
1954	—	8	1	2	—	—	11
1955	1	4	1	1	—	—	7
1956	4	27	1	1	—	—	33
1957	4	10	1	1	—	—	16
1958	2	12	2	1	—	—	17
1959	4	15	1	2	—	—	22
1960	3	21	3	2	—	—	29
1961	1	21	3	1	3	—	29
1962	1	26	2	2	—	—	31
1963	2	22	2	2	—	—	28
1964	4	24	1	1	—	—	30
1965	3	24	—	2	14	14	43
1966	3	24	2	—	—	—	29
1967	3	38	5		2	—	48
1968	6	30	4	—	1	—	41
1969	7	34	4		1	—	46
1970	5	32	—	—	2	—	39
1971	8	33	6	1	—	—	48
1972	8	33	3	1	2	—	45
1973	3	23	3	—	1	1	30
1974	14	15	6	—	1	1	38
1975	7	48	5	1	1	1	62
1976	8	30	7	1	—	—	46
1977	4	30	4	1	1	—	46
1978	5	46	3	—	—	—	39
1979	7	35	4	—	—	—	54
1980	8	42	6	—	1	—	46
1981	6	27	7	—		—	56
1982	8	9	5	—	—	—	41
1983	5	31	5	—	2	—	22
1984	5	13	7	—	—	—	41
1985	10	18	2	3	—	—	27
1986	5	28	8		1	—	30
1987	4	5	8	—		—	44
						3	21
							1227

Source : FD

Films Division : Number of Films Produced

Year	Documentaries		Newsreels			Number of languages in which films were produced released
	Black & White	Colour	National	Compilations & Special	Total	
1948-49	—	—	25	3	28	5
1949-50	32	1	52	12	97	5
1950-51	36	—	52	12	100	5
1951-52	37	—	51	12	100	5
1952-53	33	—	52	13	98	5
1953-54	39	3	52	12	106	5
1954-55	40	3	52	12	107	5
1955-56	58	11	53	17	139	5
1956-57	56	8	52	16	132	5
1957-58	58	10	52	15	136	5
1958-59	83	14	53	16	165	13
1959-60	72	27	52	14	165	13
1960-61	77	23	52	12	165	13
1961-62	80	16	52	12	160	13
1962-63	101	11	62	12	176	13
1963-64	96	6	60	12	166	13
1964-65	84	13	53	8	167	13
1965-66	84	10	57	6	160	13
1966-67	74	12	55	6	145	14
1967-68	73	12	62	—	142	14
1968-69	79	15	59	—	149	14
1969-70	64	23	72	—	158	14
1970-71	61	21	52	—	190	15
1971-72	90	23	55	—	228	15
1972-73	89	31	69	7	227	15
1973-74	104	30	59	7	242	15
1974-75	98	37	52	17	255	15
1975-76	92	37	52	8	239	15
1976-77	92	67	52	6	255	15
1977-78	56	72	53	2	233	15
1978-79	70	59	56	3	213	15
1979-80	55	88	52	4	244	15
1980-81	59	64	52	6	231	15
1981-82	65	51	52	18	233	15
1982-83	46	113	50	19	269	15
1983-84	51	92	42	14	228	15
1984-85	39	72	19	2	132	—
1985-86	10	93	22	—	125	15
1986-87	7	103	28	—	138	15
					6643	

FD has also made regional newsreels—and newsreels in colour.

Winners of the National Film Award. . Presidents Gold Medal

Year	Feature Film
1953	'Shamchi Aai' (Marathi)
1954	'Mirza Ghalib' (Hindi)
1955	'Pather Panchali' (Bengali)
1956	'Kabuliwala (Bengali)
1957	'Do Ankhen Barah Haath' (Hindi)
1958	'Sagar Sangame' (Bengali)
1959	'Apur Sansar' (Bengali)
1960	'Anuradha' (Hindi)
1961	'Bhagini Nivedita' (Bengali)
1962	'Dada Thakur' (Bengali)
1963	'Shehar Aur Sapna' (Hindi)
1964	'Charulatha' (Bengali)
1965	'Chemmeen' (Malayalam)
1966	'Teesri Kasam' (Hindi)
1967	'Hatey Bezarey' (Bengali)
1968	'Goopy Gyne Bagha Byne' (Bengali)
1969	'Bhuvan Shome' (Hindi)
1970	'Samskara' (Kannada)
1971	'Simabaddha' (Bengali)
1972	'Swayamvaram' (Malayalam)
1973	'Nirmalam' (Malayalam)
1974	'Chorus' (Bengali)
1975	'Chomana Dudi' (Kannada)
1976	'Mrigayya' (Hindi)
1977	'Ghata Shraddha' (Kannada)
1978	"No Award' Recommended
1979	'Shodh' (Hindi)
1980	'Akaler Sandhane' (Bengali)
1981	'Dakhal' (Bengali)
1982	'Chokh' (Bengali)
1983	'Adi Shankaracharya' (Sanskrit)
1984	'Damul' (Hindi)
1985	'Chidambaram' (Malayalam)
1986	'Tabarana Kathe' (Kannada)
1987	'Halodhia Choraye Baodhan Khai' (Assamese)

Award Winning Films of CFSI (1956-87)

I. NATIONAL/STATE

S.No. (1)	Year (2)	Film (3)	Language (4)	Director (5)	Award (6)
1.	1956	Jaldeep	Hindi	Kidar Sharma	All India Certificate of Merit.
2.	1960	Id Mubarak	-do-	K. A. Abbas	All India Certificate of Merit and cash prize of Rs. 10,000 to its producer and Rs.2,500 to its director.
3.	1960	Dilli Ki Kahani	-do-	Rajendra Kumar	All India Certificate of Merit.
4.	1961	Savitri	-do-	Phani Majumdar	All India Certificate of Merit and cash prize of Rs. 10,000 to its Producer and Rs. 2,500 to its director.
5.	1962	Raju Aur Gangaram	-do	Ezra Mir	All India Certificate of Merit.
6.	1963	Panch Putliyan	-do-	Amit Bose	-do-
7.	1965	The Adventure of a Sugar Doll	English	Kantilal Rathod	All India Certificate of Merit and cash prize of Rs. 10,000 to its producer and Rs. 2,500 to its director.
8.	1965	As you like it	English	S. Shankar	All India Certificate of Merit.
9.	1966	Jaise Ko Taisa	Cartoon	M.V. Kuaite	P.M. Gold Medal and cash prize of Rs. 10,000 to its Producer and Rs. 5,000 to its director at the National Awards.
10.	1969	Heerer Prajapati	Bengali	Shanti P. Chowdhury	Cash prize of Rs. 7,500 and a medal to its Producer and a plaque to its director.
11.	1982	Raju and Tinku	Puppet film	—	Rajat Kamal and cash prize as the Best Animation film
12.	1985	Karuna Ki Vijay	Animation	K.S. Bansood	-do-
13.	1986	Not awarded			

II. INTERNATIONAL

(1)	(2)	(3)	(4)	(5)	(6)
1.	1957	Jaldeep	Hindi	Kidar Sharma	1st prizes in the category of entertainment films for children in age group 13-16 for its charm and exaltation in 9th Exhibition of films for children, Venice, 1957.
2.	1965	'Dak Ghar'	Hindi	—	Gold Plaque award for best entertainment film for young people during Gottawl Dev Festi val of Children's Film (Czechoslovakia).
3.	1965	'Hamara Ghar	-do-	—	'Argueros Des Bronce' section prize for Sociological manner of goodwill and brotherhood during Gijon Spain International Chilren film festival.
4.	1967	'Hamara Ghar'	Hindi	—	Jury's special prize during International Festival of Children's Films, Tehran
5.	1981	'Naani Maa	-do-	Parvathi Menon	Soviet Education Ministry's Diplomas for Best Women's Role to Smt. Leela Misra in Moscow International Film Festival.
6.	1981	'Bal Shivaji'	Marathi	Prabhakar Pendharkar	Silver Elephant Award for Best Child Actor 'Anand Joshi' in 2nd International Neo-Youth Competitive Film Festival, Madras.
7.	1985	'Karuna Ki Vijay'	Hindi	K.S. Bansod	Silver Elephant and CIFEJ Jury Award of best animation film at the 4th International Children's Film Festival, in Bangalore.

8.	1987	'Swami'	Hindi	T.S. Narasinhar	Golden Elephant Award for best feature film at the 5th International Children Film Festival, Bhubaneshwar.
9.	1987	-do-	-do-	-do-	Silver Elephant for Manjunath

Award for Feature Films on National Integration

S.No.	Year	Film	Language	Producer	Director
	(1)	(2)	(3)	(4)	(5)
1.	1979	'Gharana'	Kannada	Harsha Pictures	Nagabhasanar
2.	1980	'22 June, 1897''	Marathi	Nachiket Patwardhan	Jayoo and Nachike Patwardhan
3.	1981	'Bhavani Bhavai'	Gujarati	Sanchar Film Co-operative Society Ltd.	Ketan Mehta
4.	1982	'Saptapadi'	Telugu	Bheemavarapu Bhechireddy	Kasinathuns Viswanathan
5.	1983	'Aroodum'	Malayalam	Rosamma George	I.V. Sasi
6.	1984	'Admi Aur Aurat'	Hindi	Director General, Doordarshan	Tapan Sinha
7.	1985	'Shri Narayan Guru'	Malayalam	A. Jaffer	P.A. Backer
8.	1986	Not awarded			
9.	1987	'Tamas'	Hindi	Blaze Entertainment Pvt. Ltd.	Govind Nihalani

Akashvani Annual Awards 1982

A. BEST RADIO PRODUCTIONS

I. PLAY

Prize	Title	Author/Producer/ Production Team	Station
First	Mrityuheen Pran (Bengali)	Samresh Ghosh (Producer) Alok Bhattacharya (Author) Nityananda Ganguly (Production Team)	Calcutta
Second	Computer 'XYZ' (Tamil)	Nazareth M.A. Samaraj (Producer & Author) R. Venkatapathy R. Ramakrishnan B. Ramiah (Production Team)	Tirunelveli
Certificate of Merit	Horpal (Marathi)	—	Bombay
-do-	'Laidhi Lubak (Manipuri)	—	Imphal
-do-	Simhasanan Khali Ayindahoo (Telugu)	—	Madras
-do-	Sehi Kala Pathaar (Oriya)	—	Sambalpur
-do-	Smrithi (Telugu)	—	Vijayawada
-do-	'Shamiyaane Ke Neeche' (Hindi)	—	Central Drama Unit, DG:AIR

A. BEST RADIO PRODUCTION

II. DOCUMENTARY

First	Nissabdamlo Premanandalu (Telugu)	Turaga Janaki Rani (Producer) K.B. Gopalan Smt. Vasanta Kumari (Production Team)	Hyderabad

Prize	Title	Author/Producer/ Production Team	Station
Second	Mrig Trishna (Hindi)	Parvez Alam Chander Mohan (Producers)	Delhi
Certificate of Merit	Eh Dard Kahani Saadi Hai (Punjabi)	—	Jalandhar
-do-	Dharam Aur Sangeet (Hindi)	—	Bombay
-do-	Viswa Venhavu (Telugu)	—	Vijayawada
-do-	Dharati Saurashtra ki (Hindi)	—	Feature Unit DG : AIR

III. DOCUMENTARY (SPECIAL TOPIC)

Prize	Title	Author/Producer/ Production Team	Station
Special Prize	Mahuratara Sangalpa (Oriya)	Ramapada Nanda (Producer) M. Ramkumar Rao (Production Team)	Sambalpur

IV. MUSIC

Prize	Title	Author/Producer/ Production Team	Station
First	'Abhishapt Apsara' (Hindi)	Veena Vinayak (Producer) Birendra Narayan (Author) Dinesh Kumar Prabhakar (Composer) Kanhaiya Lal (Production Team)	Delhi
Second	Agan Pichhodi (Gujarati)	Chandubhai Rathod and Jayantibhai Patel (Producers & Composers) Bhanu Prasad Pandya (Author) Kamaxi Chhaya	Rajkot
Certificate of merit	'Jeevan Yana Tarang' (Kannada)	—	Dharwad
-do-	'Bheemeshah Krishna' (Kannada)	—	Gulbarga
-do-	'Rang Tasweeren Aur Aina (Urdu)	—	ESD, Delhi

Prize	Title	Author/Producer/ Production Team	Station
V. CHILDREN CHORAL SINGING COMPETITION (Senior Group 12-17 yrs)			
First			Madras
Second			Trivandrum

This year, no prize has been awarded for Children Choral Singing Competition (Junior Group 5-12 yrs).

Prize	Title	Author/Producer/ Production Team	Station
VI. INNOVATIVE PRGRAMME			
First	Kaash Akhbar Jhoot Bolte Hon (Urdu)	Iqbal Majeed (Producer and Author) Ravindra Telang Qamar Ali (Production Team)	Bhopal
Second	(1) Bhattada Jhari Bhulayi (Kannada)	G.M. Shirahatti (Producer) Maitreyee Jagirdar (Production Team)	Gulbarga
	(2) Jivanara Tale Tale (Oriya) .	Padmalochan Das (Producer) Bhima Oram (Production Team)	Sambalpur
Certificate of Merit	Oli Alaiyin Uyar Oani (Tamil)	(Producer)	Coimbatore
-do-	Akshar Akyan (Gujarati)	—	Vadodra
VII. YUVA VANI			
Special Prize	The Tie That Binds (English)	Madhavi Ravindranath (Producer) Pradeep Nair Ravindran Chemilode (Production Team)	Trivandrum
Certificate of Merit	Anthin Aastha (Hindi)	—	Delhi
-do-	Matir Swarga (Assamese)	—	Guwahati

Prize	Title	Author/Producer/ Production Team	Station
VIII. FAMILY WELFARE			
Special Prize	(1) Iss Baar Nahin (Hindi)	Satyandra Sharat (Producer) P.C. Jain (Production Team)	Central Drama Unit, DG : AIR
	(2) Grihamedhi Phalam Praptham (Malayalam)	P.J. Joseph S. Chandran (Producers) B. Vijay Kumar Shahani Tethus Perumbavoor C. Ravindranath (Production Team)	Trivandrum
. COMMERCIAL BROADCASTING			
Running Trophy			Cuttack
Certificate of Merit			Madras

B. TECHNICAL EXCELLENCE

I. BEST MAINTAINED STATIONS

Zone	Stations	Awardee
North	Gorakhpur	N.A. Khan Station Engineer
South	Pondicherry	V.M. Santhanam Station Engineer
East	Dibrugarh and .P.T. AIR Chinsurah	R. Narayanan Suptg. Engineer G.S.S. Sharma Suptg. Engineer
West	Ambikapur	Bholanath Station Engineer
II. BEST MAINTAINED STATION AMONGST DIFFICULT STATIONS		
	Port Blair	J.P. Nathani Station Engineer
III. BEST INSTALLED PROJECT		
North	2×100 KW mw Transmitter at Ajmer	K.N. Murthi Deputy Director (Engineering) O/o CE(NZ), AIR New Delhi

Zone	Project	Awardee
South	100 KW MW Transmitter Tiruchirapalli	K. Narasimhan, Director (Engg.) O/o CE(SZ), AIR, Madras
West	Megawatt Transmitter at Nagpur	Y.N. Bhalme, Suptg. Engineer Megawatt Transmitter, Nagpur
East	Type-IV Studios at Patna	S. Naik Dy. Director (Engg.) O/o CE(EZ), AIR Calcutta

IV. BEST DESIGNED AND CONSTRUCTED BUILDING

The entries under this category could not be processed as these were received very late.

V. BEST RESEARCH WORK

Project	Awardee
Design and Development of Sound Proof Door	D. Mehrotra, R.E. K.L. Malhotra, R.O. Man Singh, Sr. Tech. O/o CE(R&D), AIR, New Delhi

VI. BEST TECHNICAL PAPER

Prize	Title of the paper	Awardee
First	Planning for FM in India (Choice of Power and Polarisation)	B.P. Srivastava DE P&D Unit DG, AIR
Commendation Award	Combiner Unit used for parallel operation of Transmitters	Bharat Kumar Suptg. Engg., HPT Kingsway Camp Delhi
-do-	Class 'D' Mode of Operation in High Power MW Transmitters	H.R. Chug, DDE, P&D Unit DG AIR and S. Sarangarajan, ADE P&D Unit DG AIR, New Delhi

VII. BEST TECHNICAL INNOVATION

Prize	Project	Awardee
First	Computer aided design for the internal acoustic design of studios	Yogendra Pal DDE, P&D Unit DG AIR, New Delhi

Prize	Project	Awardee
Commendation Award	Telecommand System for Remote Switching	S.K. Adak, A.R.E., S. Sengupta RO, Neelam Taneja ,SEA, D.P. Thapliyal, Tech., O/o CE (R&D) AIR, New Delhi
-do-	Design and Development of completely Automatic Operation System of Diesel Generator	K.A. Shaikh, S.E., C.M. Devani, A.S.E. F.G. Mediwala, E.A., S.L. Rana, Diesel Tech., AIR, Rajkot

VIII. BEST IMPORT SUBSTITUTION

Prize	Details of Substitution	Awardee
First	Modification in EAB Voltage regulator for regulating modulator filament voltage in 300 KW MW Transmitter at AIR Rajkot	K.A. Shaikh, S.E., F.G. Mediwala, E.A., AIR Rajkot

All India Radio Facts at a Glance

(As on 01-06-88)

Sl.	Broadcast Facilities	As on	After completion of VI Plan schemes	After completion of VII Plan schemes
I.	**Broadcasting Centres**			
	(a) Fullfledged Stations	86	92	193
	(b) Relaying Centres	2 A	2	9
	(c) Auxiliary Centres	3	1	—
	(d) Exclusive VB/Commercial	3 B	3	3
		94	98	205
	(e) Recording Studies	2 C	2	2
	(f) Transmitting Centres for External Services	6 D	7	9
II.	**Number of Transmitters**			
	(a) Medium Wave	135	139 E	147 F
	(b) Short Wave	35	40	54
	(c) VHF/ (FM)	4	4	104
III.	**Radiated Power in KW**	174	183	305
	(a) Medium Wave	8053.00	8215.00	10826.00
	(b) Short Wave	2315.00	3865.00	7293.00
	(c) VHF (FM) (ERP)	60.00	60.00	3270.00
		10428.00	12140.00	21389.00
IV.	**Broadcast Coverage**			
	(a) By Area	82.93%	86.00%	91.00%
	(b) By Population	94.52%	95.00%	97.50%

LEGENDS

A. Alleppey and Ajmer.
B. Chandigarh, Kanpur and Baroda.
C. Bhubaneshwar and Shantiniketan.
D. Delhi, Aligarh, Madras, Bombay, Calcutta and Rajkot.
E. This does not include three numbers of MW mobile Xmitters
F. This does not include four numbers of MW Xmitters.

Growth of AIR Network Since Independence

	As on	No. of Centres		No. of Transmitters				Total Power Radiated (in Kilowatts)				Coverage on MW	
		Broad-casting	Aux/ Recding	MW	SW	FM	Total	MW	SW	FM	Total	% Population	% Area
1.	15-08-47	06*	—	6	12	—	18	23.25	310.00	—	333.25	11.00	2.50
2.	01-04-51	25	1	29	17	—	46	109.35	312.40	—	421.75	20.00	12.00
3.	31-03-56	26	2	29	17	—	46	427.50	314.45	—	741.95	46.00	31.00
4.	31-03-61	30	4**	33	26	—	59	659.85	714.75	—	1374.60	55.00	37.00
5.	31-03-66	54	2	82	28	—	110	1070.65	920.50	—	1991.15	70.00	52.00
6.	31-03-69	66	3	97	30	—	127	1477.65	1120.50	—	2598.15	73.00	56.00
7.	31-03-74	71	4	108	32	—	140	4123.65	1522.50	—	5646.15	80.30	67.50
8.	31-03-78	84	2	124	32	1	157	4788.00	1522.50	15	6325.50	89.35	77.63
9.	31-03-80	84	2	124	32	1	157	4798.00	1522.50	15	6335.50	89.40	77.73
10.	31-03-81	85	2	125	32	3	160	4808.00	1522.50	45	6375.50	89.55	78.08
11.	31-03-82	85	2	125	32	3	160	4988.00	1522.50	45	6555.50	89.65	78.83
12.	31-03-83	86	2	126	33	3	162	4998.00	1532.50	45	6575.50	89.65	78.83
13.	31-03-84	86	2	126	33	3	162	5158.00	1532.50	45	6735.50	89.69	78.90
14.	31-03-85	88	2	128	35	4	167	5330.00	2132.50	60	7522.50	90.27	79.78
15.	31-03-86	88	2	128	35	4	167	5330.00	2132.50	60	7522.50	90.27	79.78
16.	31-03-87	93	2	133	35	4	172	6314.00	2172.50	60	8546.50	93.40	82.20
17.	31-03-88	94	2	134	35	4	173	7053.00	2172.50	60	9285.50	94.52	82.93
18.	On completion of VII												
Plan Schemes		205	2	147	54	104	305	10826.00	7293.00	3270	21389.00	97.50	91.00

LEGEND :

*Five more B' casting centres were taken over subsequently from the princely states of Hyderabad, Aurangabad Mysore Trivandrum and Baroda.

**Shillong and Chandigarh converted to Broadcasting Centres.

EXISTING AIR STATIONS

01-06-1988

S. No.	State and Places	Power of the Transmitters	No. of AIR Stations in the State
	ANDHRA PRADESH		5
1.	Hyderabad	50 KW MW 10 KW MW 10 KW MW 1 KW MW	
2.	Adilabad	1 KW MW	
3.	Vijayawada	20 KW MW	
4.	Vishakhapatnam	100 KW MW	
5.	Cuddapeh	100 KW MW	
	ARUNACHAL PRADESH		4
6.	Passighat	150 W MW	
7.	Tawang	500 W MW	
8.	Tezu	350 W MW	
9.	Itanagar	1 KW MW	(Int. Set Up)
	ASSAM		3
10.	Guwahati	50 KW MW 10 KW MW 50 KW SW 10 KW SW	
11.	Silchar	10 KW MW	
12.	Dibrugarh	300 KW MW	
	BIHAR		
13.	Patna	20 KW MW 1 KW MW	4
14.	Ranchi	100 KW MW 1 KW MW 2 KW SW	
15.	Bhagalpur	10 KW MW	
16.	Darbhanga	10 KW MW	
	GOA		
17.	Panaji	10 KW MW 5 KW MW	1

(1)	(2)	(3)	(4)
GUJARAT			4
18.	Ahmedabad	50 KW MW 1 KW MW	
19.	Vadodra	1 KW MW	
20.	Bhuj	10 KW MW	
21.	Rajkot	300 KW MW 1 KW MW	
HARYANA			1
22.	Rohtak	20 KW MW	
HIMACHAL PRADESH			1
23.	Simla	100 KW MW 2.5 KW SW	
JAMMU & KASHMIR			3
24.	Srinagar	200 KW MW 7.5 KW SW 1 KW MW	 (2 Nos.)
25.	Jammu	50 KW MW 1 KW MW 1 KW SW	
26.	Leh	10 KW MW	
KARNATAKA			6
27.	Bangalore	50 KW MW 1 KW MW	
28.	Bhadrawati	20 KW MW	
29.	Dharwad	200 KW MW 1 KW MW	
30.	Gulberga	10 KW MW	
31.	Mangalore/Udipi	20 KW MW 1 KW MW	(Udipi) (Mangalore)
32.	Mysore	1 KW MW	
KERALA			4
33.	Alleppey	100 KW MW	
34.	Calicut	10 KW MW 1 KW MW	
35.	Trichur	20 KW MW	
36.	Trivandrum	10 KW MW 1 KW MW	

(1)	(2)	(3)	(4)
MADHYA PRADESH			
37.	Ambikapur	20 KW MW	
38.	Bhopal	10 KW SW 1 KW MW	9 (7 Nos.)
39.	Chhatarpur	20 KW MW	
40.	Gwalior	10 KW MW	
41.	Indore	100 KW MW 1 KW MW	
42.	Jabalpur	20 KW MW	
43.	Jagdalpur	20 KW MW	
44.	Raipur	100 KW MW	
45.	Rewa	20 KW MW	
MAHARASHTRA			9
46.	Aurangabad	1 KW MW	
47.	Bombay	50 KW MW 20 KW MW 10 KW MW 15 KW (ERP) FM	 (2 Nos.)
48.	Jalgaon	20 KW MW	
49.	Nagpur	1000 KW MW 100 KW MW 1 KW MW	(National Channel)
50.	Parbhani	10 KW MW	
51.	Pune	100 KW MW	
52.	Ratnagiri	20 KW MW	
53.	Sangli	20 KW MW	
54.	Sholapur	1 KW MW	
MANIPUR			1
55.	Imphal	50 KW MW	
MEGHALAYA			2
56.	Shillong	100 KW MW	
57.	Tura	10 KW MW	(Int. Set Up)
MIZORAM			
58.	Aizawl	20 KW MW 10 KW MW	

(1)	(2)	(3)	(4)
NAGALAND			1
59.	Kohima	50 KW MW 2 KW MW	
ORISSA			3
60.	Cuttack	100 KW MW 1 KW MW	
61.	Jeypore	10 KW MW	
62.	Sambalpur	20 KW MW 1 KW MW	
PUNJAB			1
63.	Jalandhar	100 KW MW 50 KW MW	
RAJASTHAN			7
64.	Jaipur	1 KW MW	(2 Nos.)
65.	Kota	1 KW MW	
66.	Ajmer	200 KW MW	
67.	Bikaner	10 KW MW	
68.	Udaipur	10 KW MW	
69.	Jodhpur	100 KW MW 1 KW MW	
70.	Suratgarh	20 KW MW	
SIKKIM			1
71.	Gangtok	10 KW MW	(Int. Set Up)
TAMIL NADU			6
72.	Coimbatore	10 KW MW	
73.	Madras	200 KW MW 10 KW MW 1 KW MW 2.5 KW MW 15 KW (ERP) FM	
74.	Madurai	10 KW MW	
75.	Tiruchirapalli	100 KW MW 1 KW MW	
76.	Tirunelveli	10 KW MW	
77.	Nagercoil	1 KW MW	
TRIPURA			1
78.	Agartala	20 KW MW	

(1)	(2)	(3)	(4)
UTTAR PRADESH			9
79.	Lucknow	300 KW MW 10 KW SW 1 KW MW	
80.	Almora	1 KW MW	
81.	Allahabad	1 KW MW	(2 Nos.)
82.	Varanasi	10 KW MW	
83.	Rampur	10 KW MW	
84.	Kanpur	1 KW MW	
85.	Mathura	1 KW MW	
86.	Gorakhpur	100 KW MW	
87.	Najibabad	100 KW MW	
WEST BENGAL			3
88.	Calcutta	100 KW MW 50 KW MW 20 KW MW 10 KW SW 2.5 KW MW 2.5 KW MW 15 KW (ERP) FM	
89.	Kurseong	20 KM SW	
90.	Siliguri	200 KW MW	
UNION TERRITORIES			
91.	Port Blair (A & N)	20 KW MW 1	
92.	Chandigarh	1 KW MW 1	
93.	Delhi	100 KW MW (2 Nos.) 10 KW MW (2 Nos.) 10 KW SW 15 KW (ERP) FM	1
94.	Pondicherry	1 KW MW	1

Note:—The statement does not include the two megawatt (MW) transmitters at Rajkot and Mogra (Calcutta) as also the shortwave transmitters at Aligarh, Bombay, Madras and Delhi which are being used for External Services and Internal News Link-up, etc.

AIR Projects Commissioned during the Year 1987-88

A. NEW RADIO STATIONS AT

		Date of Commissioning
1.	Madurai with 10 KW MW Transmitter	06–06–1987

B. STUDIOS AND TRANSMITTER PROJECTS

1.	Permanent Type 1 Studios at Bhadrawati	31–08–1987
2.	Permanent Type IV Studios at Patna	30–07–1987
3.	300 KW MW Transmitter at Rajkot	14–07–1987
4.	100 KW MW Transmitter at Ranchi	15–08–1987
5.	200 KW Transmitter at Siliguri	23–08–1987
6.	100 KW MW Transmitter at Tiruchirapalli	01–01–1988
7.	10 KW MW Transmitter at Tura	02–03–1988
8.	300 KW MW Transmitter at Dibrugarh	07–03–1988

C. INSTALLATION OF THE FOLLOWING PROJECTS HAS ALSO BEEN COMPLETED AND THESE WILL BE COMMISSIONED INTO SERVICE SHORTLY

1.	Permanent Type I Studios at Cuddapah	
2.	Permanent Type I Studios at Bhagalpur	12–04–1988
3.	1000 KW MW Transmitter at Nagpur (National Channel)	18–05–1988
4.	100 KW MW Transmitter at Bombay 'B Channel'	
5.	10 KW MW Transmitter at Calcutta 'D Channel'	
6.	New Radio Station with 10 KW MW Transmitter at Agra	
7.	New Radio Station with 1 KW MW Transmitter at Jamshedpur	
8.	Local Radio Station (1 KW MW Transmitter) at Keonjhar.	

18. **Bulletine-External/Services of All India Radio**

S. No.	Language	Number	Duration (Daily)	
			Hrs.	Mts.
1.	Arabic	4	0	29
2.	Burmese	2	0	20
3.	Dari	2	0	19
4.	English	11	1	22
5.	French	1	0	10
6.	Gujarati	3	0	35
7.	Hindi	5	0	45
8.	Indonesian	1	0	9
9.	Kuoyu	2	0	20
10.	Nepali	3	0	25
11.	Persian	3	0	24
12.	Punjabi	1	0	05
13.	Pushtu	3	0	24
14.	Baluchi	1	0	05
15.	Russian	1	0	10
16.	Sindhi	2	0	20
17.	Sinhala	2	0	15
18.	Swahili	3	0	17
19.	Tamil	3	0	20
20.	Thai	1	0	10
21.	Tibetan	3	0	25
22.	Urdu	6	0	50
23.	Bengali	4	0	35
	Total	67	9	14

List of New Radio Stations Proposed in the Seventh Plan (1985-90) for Rs. 700 Crores)

S. No.	State/Union Territory	Total No. of Radio Stations proposed in 7th Plan	Details of New Radio Stations with MW Trs.	Details of New Radio Stations with FM Trs.	Local radio stations with 2 × 5/2 × 3 KW FM Trs.
(1)	(2)	(3)	(4)	(5)	(6)
1.	Andhra Pradesh	7	—	Kottagudam (2×3 KW)	Tirupathi, Warangal, Kurnool, Nizamabad, Markpuram and Anantpur
2.	Aurnachal Pradesh	1	—	—	Ziro
3.	Assam	6	Tezpur (2×10 KW) Kokrajhar -do-	— —	Jorhat, Nowgong, Haflong and Dhubri.
4.	Bihar	5	—	—	Daltonganj, Hazaribagh, Purnea, Singhbhum and Sasaram.
5.	Goa	—	—	—	
6.	Gujarat	3	Ahwa (1 KW)	—	Surat and Godhra.
7.	Haryana	2	—	—	Kurukshetra and Hissar.
8.	Himachal Pradesh	5	Kinnaur (1 KW) Lahul Spiti (1 KW)	Dharamshala (2×5 KW)	Kulu and Hamirpur.
9.	Jammu & Kashmir	4	Kargil (1 KW)	Bhadarwah (Doda) (2×3 KW)	Poonch and Kathua
10.	Karanataka	7	—	Mercara (2×3 KW) Hassan -do-	Karwar, Hospet, Bijapur, Chitradurg and Raichur.

(1)	(2)	(3)	(4)	(5)	(6)
11.	Kerala	3	—	Cannanore (2×3 KW) Idukki -do-	Cochin.
12.	Madhya Pradesh	10	—	Shahdol (2×3 KW) Shivpuri -do-	Chindwara, Sagar, Guna, Bilaspur, Balaghat, Raigarh, Khandwa and Betul.
13.	Maharashtra	11	—	Kolhapur (2×3 KW)	Nasik, Ahmednagar, Bir, Dhule, Chandrapur, Nanded, Akola, Osmanabad, Satara and Yeotmal.
14.	Manipur	1	—	—	Churachandpur.
15.	Mizoram	1	—	Lungleh (2×3 KW)	—
16.	Meghalaya	1	—	—	Jowai.
17.	Nagaland	1	—	—	Mokokchung
18.	Orissa	5	Bhawanipatna (2×100 KW)	—	Rourkela, Baripada, Berhampur and Bolangir.
19.	Punjab	2	—	—	Bhatinda and Patiala.
20.	Rajasthan	10	Barmer (2×10 KW)	Jaisalmer (2×5 KW) Mount Abu (2×5 KW) Churu (2×3 KW)	Banswara, Alwar, Jhalawar, Chittorgarh, Sawai Madhopur and Nagaur
21.	Sikkim	—	—	—	—
22.	Tamil Nadu	3	Tuticorin (2×100 KW)	Ootacumund (2×5 KW) Kodaikanal (2×5 KW)	—
23.	Tripura	2	—	—	Kailashahar, Belonia (Sub-divisions).

24.	Uttar Pradesh	9	Chamoli (1 KW) Pithoragarh (1 KW) Uttarkashi (1 KW) Pauri/Srinagar (1 KW)	Obra (2×3 KW)	Jhansi, Bareilly, Aligarh, Faizabad
25.	West Bengal	2	—	—	Asansol and Murshidabad.
	UNION TERITORIES				
1.	Andaman & Nicobar Islands	1	Car Nicobar (1 KW)	—	—
2.	Chandigarh	—	—	—	—
3.	Dadra & Nagar Haveli	—	—	—	—
4.	Delhi	—	—	—	—
5.	Daman & Diu	1	—	—	Daman
6.	Lakshadweep & Minicoy Islands	1	Kavaratti (2×10 KW)	—	—
7.	Pondicherry	1	—	—	Karaikal

NOTE : 1. Two FM Transmitters have also been proposed at Kasauli and Mussoorie for VB/Commercial Services and one FM transmitter at Jalandhar for addl. channel.

2. FM transmitters at following places have been proposed under modernisation and replacement schemes : (a) Nagpur, (b) Bhopal, (c) Chandigarh, (d) Hyderabad, 'C' (e) Indore 'B' (f) Patna and (g) Pune.

NEW RADIO/DATA/4

State-wise List of AIR Full Time Correspondents

State/Union Territory	S. No.	Place
Andhra Pradesh	1.	Hyderabad (2)
	2.	Vijayawada
	3.	Visakhapatnam
Arunachal Pradesh	4.	Itanagar
Andeman Nicobar Islands	5.	Port Blair
Assam	6.	Guwahati
	7.	Silchar
	8.	Dibrugarh
	9.	Tezpur
Bihar	10.	Patna (2)
	11.	Ranchi
	12.	Dhanbad
	13.	Muzzaferpur
Chandigarh	14.	Chandigarh (2)
Delhi	17.	Delhi (17)
Goa, Diu and Daman	16.	Panaji
Gujarat	17.	Ahmedabad (2)
	18.	Bhuj
	19.	Rajkot
Himachal Pradesh	20.	Shimla
	21.	Dharmshala
Haryana	22.	Rohtak
Jammu and Kashmir	23.	Srinagar (2)
	24.	Jammu
	25.	Leh
	26.	Anantnag
Karnataka	27.	Bangalore (2)
	28.	Dharwar
	29.	Belgaum
Kerala	30.	Trivandrum (2)
	31.	Calicut
	32.	Cochin
Madhya Pradesh	33.	Bhopal (2)
	34.	Indore
	35.	Raipur
	36.	Rewa
Maharashtra	37.	Bombay (2)
	38.	Pune
	39.	Nagpur
	40.	Aurangabad

State/Union Territory	S.No. Place
Manipur	41. Imphal (2)
Meghalaya	42. Shillong
Mizoram	43. Aizwal
Nagaland	44. Kohima
Pondicherry	45. Pondicherry
Punjab	46. Amritsar 47. Jallandhar 48. Patiala
Orissa	49. Cuttack 50. Shambalpur
Rajasthan	51. Jaipur 52. Jodhpur 52. Jodhpur 53. Udaipur
Sikkim	54. Gangtok
Tamil Nadu	55. Madras (2) 56. Madurai 57. Coimbatore 58. Tiruchirapalli
Tripura	59. Agartala
Uttar Pradesh	60. Lucknow (2) 61. Gorakhpur 62. Agra 63. Kanpur 64. Pauri Garhwal 65. Varanasi (2) 66. Allahabad (2)
West Bengal	67. Calcutta (3) 68. Kurseong 69. Siliguri
Total	101

OVERSEAS CORRESPONDENTS

1. Colombo
2. Dhaka
3. Dubai
4. Harare
5. Islamabad
6. Kathmandu
7. Singapore

Coverage of Main Doordarshan Kendras & Thir Relay Centres

(As on 2nd April, 1988)

Sl. No.	Name of Centre	Power of Trans-mitter	Area Covered ('000 Sq. Kms.)	Population in Lakhs			Date of Commis-sioning
				Urban	Rural	Total	
1.	DELHI	10 KW	30.70	88.15	102.45	190.60	15-9-59
2.	Mussoorie	10 KW	33.60	32.98	98.67	131.65	12-8-77
3.	LUCKNOW	10 KW	25.30	18.56	91.84	110.40	27-11-75
4.	Kanpur	10 KW	29.40	26.42	85.70	112.12	12-1-79
5.	BOMBAY	10 KW	18.90	99.37	33.63	133.00	2-10-72
6.	Pune	6 KW	21.94	21.09	32.04	53.13	2-10-73
7.	Panaji	10 KW	7.90	3.22	13.20	16.42	19-11-82
8.	JALANDHAR	10 KW	20.40	20.92	51.92	72.84	13-4-79
9.	Amritsar	10 KW	7.90	9.30	23.70	33.00	29-9-73
10.	CALCUTTA	10 KW	26.60	99.06	139.59	238.65	9-8-75
11.	Asansol	10 KW	32.65	12.93	101.25	114.18	11-1-84
12.	Murshidabad	10 KW	12.80	16.51	72.24	88.75	17-11-84
13.	MADRAS	10 KW	18.60	51.73	42.77	94.50	15-8-75
14.	Kodaikanal	10 KW	86.60	67.60	194.89	262.49	15-8-84
15.	SRINAGAR	10 KW	15.70	8.27	23.06	31.33	26-1-73
16.	JAIPUR	10 KW	46.10	19.36	59.23	78.59	1-3-77
17.	HYDERABAD	10 KW	40.80	45.00	61.69	106.69	23-10-77
18.	SAMBALPUR	1 KW	11.30	3.08	13.48	16.56	30-4-78
19.	GORAKHPUR	10 KW	29.80	10.70	151.25	161.95	13-8-84
20.	RAJKOT	10 KW	42.55	23.97	38.18	62.15	30-8-84
21.	RANCHI	10 KW	37.30	12.82	57.17	69.99	26-9-84
22.	NAGPUR	10 KW	42.75	35.48	49.30	84.78	15-8-82
23.	GUWAHATI	10 KW	18.00	4.01	42.58	46.59	19-11-82
24.	AHMEDABAD	10 KW	40.44	42.84	78.71	121.55	19-11-83
25.	BANGALORE	10 KW	43.20	42.82	79.70	122.52	1-1-81
26.	TRIVANDRUM	10 KW	9.00	12.18	59.98	72.16	19-11-82

Coverage of TV Transmitters Linked Exclusively with Delhi

ARUNACHAL PRADESH						
1. Ita Nagar	100 W	2.00	0.24	0.84	1.08	19-11-82
2. Passighat	100 W	1.80	0.09	0.16	0.25	25-1-88
3. Along	2×10 W	0.20	0.08	0.14	0.22	12-4-88
4. Namsai	2×10 W	0.20	—	0.14	0.14	12-4-80
ASSAM						
1. Tezpur	100 W	2.00	0.24	3.71	3.95	2-9-84
2. Dibrugarh	10 KW W	12.56	2.31	18.17	20.48	9-9-84
3. Silchar	10 KW	6.90	1.35	15.78	17.13	4-12-84
4. Nazira	100 W	2.00	0.35	3.30	3.65	11-11-85
5. Diphu	100 W	1.70	0.10	0.59	0.69	31-3-87
6. Jorhat	100 W	2.00	0.70	3.74	4.44	19-11-87
BIHAR						
1. Muzaffarpur	1 Kw	5.20	2.45	35.81	38.26	14-6-78
2. Patna	10 KW	32.80	25.52	189.69	215.21	19-11-82
3. Gaya	100 W	2.00	2.75	8.48	11.23	14-7-84
4. Munger	100 W	2.00	2.59	5.72	8.31	28-7-84
5. Dhanbad	100 W	2.00	6.77	6.57	13.34	20-8-84
6. Purnia	100 W	2.00	1.10	8.35	9.45	29-8-84
7. Bhagalpur	100 W	2.00	2.44	8.17	10.61	14-11-84
8. Darbhanga	100 W	2.00	1.76	12.39	14.15	26-2-86
9. Bettiah	100 W	2.00	0.88	7.12	8.00	23-6-86
10. Jamshedpur	100 W	2.00	6.70	2.89	9.59	26-8-84
11. Bokaro	100 W	2.00	1.52	4.66	6.18	13-4-88
GUJARAT						
1. Vadodara	100 W	2.00	7.69	3.36	11.05	7-7-84
2. Surat	100 W	1.60	9.12	3.00	12.12	29-7-84
3. Bhavnagar	100 W	1.60	3.08	1.87	4.95	14-8-84
4. Patan	100 W	2.00	0.79	4.36	5.15	17-8-84
5. Baruch	100 W	2.00	1.53	2.32	3.85	28-8-84
6. Navsari	100 W	2.00	1.42	3.18	4.60	27-9-84
7. Dwarka	10 KW	15.62	1.46	7.51	8.97	5-12-84
8. Bhuj	100 W	2.00	0.69	0.31	1.00	1-11-86
9. Palnpur	100 W	1.50	0.61	1.82	2.43	18-7-87
10. Amreli	100 W	2.00	0.58	2.48	3.06	10-8-87
11. Veraval	100 W	1.20	0.84	1.60	2.44	31-12-87
12. Sundernagar	100 W	2.00	1.40	1.47	2.87	26-1-88
13. Nagaur	100 W	0.70	0.58	0.54	1.12	20-3-88
14. Dungarpur	100 W	0.70	0.27	1.07	1.34	27-3-88
15. Banswara	100 W	0.70	0.48	1.16	1.64	29-3-88

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
16.	Chittaurgarh	100 W	0.70	0.44	0.68	1.12	29-3-88
17.	Pij	1 KW	6.48	5.40	21.62	27.02	22-5-88
HARYANA							
1.	Hissar	100 W	2.00	1.37	3.75	5.12	22-7-84
2.	Bhiwani	100 W	2.00	1.01	2.96	3.97	25-9-84
HIMACHAL PRADESH							
1.	Shimla	100 W	2.00	0.70	1.65	2.35	19-11-82
2.	Kullu	100 W	2.00	0.12	0.74	0.86	3-8-84
3.	Kasauli	10 KW	13.90	10.27	22.21	32.48	3-10-84
4.	Mandi	100 W	1.40	0.20	2.07	2.27	14-3-87
5.	Bilaspur	100 W	1.20	0.19	1.06	1.25	14-2-88
6.	Chamba	2×10 W	0.20	0.13	—	0.13	2-4-88
JAMMU & KASHMIR							
1.	Jammu	10 KW	12.48	3.56	13.84	17.40	19-11-82
2.	Kargil	100 W	2.00	0.04	0.02	0.06	6-9-84
3.	Leh	100 W	2.00	0.08	0.02	0.10	7-9-84
4.	Poonch	100 W	3.53	0.25	4.10	4.35	1-2-86
KARNATAKA							
1.	Gulbarga	1 KW	11.30	4.29	12.27	16.56	3-9-77
2.	Mangalore	100 W	1.20	3.05	3.01	6.06	21-7-84
3.	Devangere	100 W	2.00	2.48	2.52	5.00	23-7-84
4.	Bhadravati	100 W	2.00	2.81	2.27	5.08	25-7-84
5.	Bijapur	100 W	2.00	1.47	2.34	3.81	24-8-84
6.	Bellary	100 W	2.00	2.01	2.02	4.03	3-9-84
7.	Gadag Betgari	100 W	2.00	1.49	2.85	4.34	10-9-84
8.	Raichur	100 W	2.00	1.25	2.13	3.38	13-9-84
9.	Dharwad	100 W	2.00	5.26	2.82	8.08	28-9-84
10.	Mysore	100 W	2.00	5.13	2.90	8.03	1-10-84
11.	Belgaum	100 W	2.00	3.00	3.45	6.45	8-10-84
12.	Hospet	100 W	2.00	2.03	2.01	4.04	12-10-84
13.	Hassan	100 W	2.00	0.71	3.34	4.05	14-11-86
14.	Madikeri	100 W	2.00	0.34	2.07	2.41	31-1-87
15.	Udipi	100 W	1.20	0.33	2.50	2.83	14-3-87
16.	Chikmagalur	100 W	2.00	0.75	2.34	3.09	4-11-87
17.	Bidar	100 W	1.20	0.79	1.81	2.60	30-3-88

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
KERALA							
1.	Calicut	100 W	1.00	5.46	6.86	12.32	3-7-84
2.	Cochin	10 KW	14.90	20.05	74.41	94.46	4-7-84
3.	Cannanore	100 W	1.00	2.86	4.29	7.15	4-10-84
4.	Palghat	100 W	2.00	1.41	8.44	9.85	29-11-84
5.	Kasaragod	100 W	1.10	0.43	4.72	5.15	4-3-88
6.	Mahe	27 KW	0.2	0.09	0.19	0.28	20-5-88
7.	Malappuram	100 W	1.30	0.92	8.00	8.92	28-5-88
MADHYA PRADESH							
1.	Raipur	1 KW	11.30	9.01	14.82	23.83	10-5-77
2.	Indore	10 KW	40.80	18.34	39.80	58.14	19-11-82
3.	Bhopal	10 KW	42.30	12.24	36.34	48.58	19-11-82
4.	Gwalior	100 W	2.00	5.73	2.00	7.73	5-1-84
5.	Jabalpur	100 W	2.00	7.89	2.36	10.25	5-7-84
6.	Bilaspur	100 W	2.00	2.24	2.55	4.79	8-8-84
7.	Sagar	100 W	2.00	2.07	1.87	3.94	4-9-84
8.	Rewa	100 W	2.00	1.12	2.85	3.97	30-9-84
9.	Ratlam	100 W	2.00	1.65	2.22	3.87	2-10-84
10.	Khandwa	100 W	2.00	1.14	1.52	2.66	4-10-85
11.	Murwara	100 W	2.00	1.25	2.24	3.49	6-10-84
12.	Burhanpur	100 W	2.00	1.52	1.82	3.34	10-10-85
13.	Korba	100 W	2.00	0.83	2.55	3.38	13-9-85
14.	Singrauli	100 W	2.00	0.19	1.52	1.71	31-1-86
15.	Jagdalpur	100 W	2.00	0.63	0.86	1.49	23-8-86
16.	Damoh	100 W	2.00	0.76	1.66	2.42	14-3-87
17.	Shahdol	100 W	2.00	0.49	1.54	2.03	28-6-87
18.	Guna	100 W	2.00	0.64	1.53	2.17	18-7-87
19.	Ambikapur	100 W	2.00	0.38	1.34	1.72	19-11-87
20.	Sidhi	100 W	0.70	0.19	0.87	1.06	7-2-88
21.	Baladila	100 W	2.00	—	0.86	0.86	29-3-88
22.	Narsimhapur	100 W	0.70	0.50	0.76	1.26	29-3-88
23.	Shivpuri	100 W	0.7	0.75	0.50	1.25	2-4-88
24.	Mandsaur	100 W	0.7	0.77	0.70	4.47	8-5-88
25.	Neemch	100 W	0.7	0.81	0.70	1.51	8-5-82
MANIPUR							
1.	Imphal	1 KW	4.80	1.91	5.74	7.65	19-11-82
2.	Ukhrul	100 W	2.00	0.06	0.38	0.44	19-2-86

(1) (2)	(2)	(4)	(5)	(6)	(7)	(8)
MEGHALAYA						
1. Shillong	100 W	2.00	1.73	1.09	2.82	19-11-82
2. Tura	100 W	2.00	0.35	1.09	1.44	24-9-84
3. Jowai	100 W	2.00	0.13	0.82	0.95	14-11-87
MIZORAM						
1. Aizawl	100 W	2.00	0.76	0.36	1.12	19.11.82
2. Lunglee	2×10 W	0.2	0.17	—	0.17	5.5.88
NAGALAND						
1. Kohima	100 W	4.00	0.36	1.79	2.15	19.11.82
2. Tuensany	100 W	1.09	0.11	0.63	0.74	15.4.88
ORISSA						
1. Barhampur	100 W	2.00	1.76	3.64	5.40	16.8.84
2. Rourkela	100 W	2.00	3.33	1.86	5.19	17.10.84
3. Koraput	100 W	1.35	0.32	1.04	1.36	28.2.85
4. Cuttack	10 KW	39.60	11.87	96.87	108.74	11.3.85
5. Bhawanipatna	100 W	2.00	0.37	2.12	2.49	20.3.87
6. Baripada	100 W	2.00	0.52	2.82	3.34	9.10.87
7. Jeypore	100 W	0.70	0.53	0.43	0.96	9.10.87
8. Sundergarh	100 W	2.00	0.23	1.85	2.08	29.1.88
PUNJAB						
1. Bhatinda	10 KW	28.30	13.89	46.99	60.88	12.6.84
2. Pathankot	100 W	2.00	1.44	4.36	5.80	20.7.84
RAJASTHAN						
1. Suratgarh	100 W	2.00	0.29	1.60	1.89	19-11-82
2. Ganganagar	100 W	1.90	1.21	1.12	2.33	1-7-84
3. Jodhpur	100 W	2.00	4.93	0.97	5.90	2-7-84
4. Udaipur	100 W	2.00	2.30	2.20	4.50	8-7-84
5. Kota	100 W	2.00	3.47	1.72	5.19	9-7-84
6. Alwar	100 W	2.00	1.40	3.76	5.16	16-7-84
7. Khetri	100 W	2.00	0.12	3.41	3.53	18-7-84
8. Bikaner	100 W	2.00	2.92	0.35	3.27	10-8-84
9. Bhilwara	100 W	2.00	1.22	2.11	3.33	19-8-84
10. Ajmer	100 W	2.00	3.83	1.83	5.66	22-8-84
11. Jaisalmer	100 W	2.00	0.20	0.10	0.30	14-9-84
12. Barmer	100 W	2.00	0.53	0.71	1.24	11-10-84
13. Rawatbhatta	2×10 W	0.20	0.17	—	0.17	4-1-87
14. Pilani	100 W	1.30	0.67	2.07	2.74	30-3-87
15. Pali	100 W	1.25	0.90	1.66	2.56	10-3-88

(1)	(4)	(3)	(4)	(5)	(6)	(8)	(8)
SIKKIM							
1.	Gangtok	100 W	1.80	0.37	0.66	1.03	19-11-82
TAMIL NADU							
1.	Tiruchirappalli	100 W	2.00	6.26	4.92	11.18	10-7-84
2.	Vellore	100 W	2.00	3.57	5.12	8.69	27-7-84
3.	Salem	100 W	2.00	5.55	5.60	11.15	30-7-84
4.	Coimbatore	100 W	1.80	9.17	3.62	12.79	7-9-84
5.	Kumbakonam	100 W	2.00	1.74	7.10	8.84	22-9-84
6.	Nayveli	100 W	2.00	2.84	6.94	9.78	8-6-85
7.	Nagarcoil	100 W	1.40	1.71	8.67	10.38	8-8-87
8.	Dharamapuri	100 W	2.00	0.51	3.79	4.30	8-10-87
TRIPURA		S					
1.	Agartala	10 KW	9.80	1.87	17.21	19.08	19-11-82
UTTAR PRADESH							
1.	Deoria	100 W	2.00	0.55	11.42	11.97	19-11-82
2.	Allahabad	10 KW	24.20	10.68	73.51	84.19	15-8-83
3.	Shahjahanpur	100 W	2.00	2.05	5.78	7.83	13-7-84
4.	Rae-Bareli	100 W	2.00	0.90	7.51	8.41	21-7-84
5.	Sultanpur	100 W	2.00	0.49	8.89	9.38	21-7-84
6.	Bareilly	100 W	2.00	4.78	7.75	12.53	26-7-84
7.	Agra	10 KW	33.72	26.26	91.03	117.29	31-7-84
8.	Jhansi	100 W	2.00	2.81	2.58	5.39	5-8-84
9.	Nainital	100 W	2.00	0.27	2.42	2.69	12-8-84
10.	Varanasi	10 KW	33.90	21.84	127.78	149.62	26-8-84
11.	Rampur	100 W	1.50	2.03	5.35	7.38	31-8-84
12.	Farukhabad	100 W	2.00	1.61	7.51	9.12	5-9-84
13.	Faizabad	100 W	2.00	1.53	8.89	10.42	11-9-84
14.	Etawah	100 W	2.00	1.12	6.34	7.46	18-9-84
15.	Aligarh	100 W	2.00	3.42	7.87	11.29	29-9-84
16.	Moradabad	100 W	1.70	3.48	6.44	9.92	7-10-84
17.	Pauri	100 W	2.00	0.13	2.09	2.22	9-10-84
18.	Behraich	100 W	2.00	1.02	5.97	6.99	13-10-84
19.	Sambhal	100 W	1.60	1.08	0.46	1.54	22-10-84
20.	Pithoragarh	100 W	1.70	0.17	0.85	1.02	26-1-85
21.	Ballia	100 W	2.00	0.61	4.37	4.98	13-2-87
22.	Tanakpur	100 W	1.00	0.17	0.85	1.02	15-8-87
23.	Almora	2×10 W	0.20	0.23	—	0.23	10-9-87
24.	Banda	100 W	2.00	0.72	3.01	3.73	8-10-87

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
25.	Lalitpur	100 W	1.80	0.63	1.83	2.46	8-10-87
26.	Lakhimpur	100 W	0.70	0.76	1.59	2.35	19-11-87
27.	Mankapur	2×10 W	0.20	0.07		0.07	4-3-88
28.	Mainpuri	100 W	2.00	0.85	7.00	7.85	12-3-88
29.	Gopeshwar	2×10 W	0.02	0.10	—	0.10	15-4-88
WEST BENGAL							
1.	Malda	100 W	1.80	0.94	9.49	10.43	19-11-82
2.	Kharagpur	100 W	2.00	3.21	8.61	11.82	4-8-84
3.	Barddhaman	100 W	2.00	1.67	9.56	11.23	9-8-84
4.	Balurghat	100 W	0.80	1.13	3.20	4.33	16-9-84
5.	Shantiniketan	100 W	2.00	0.38	8.65	9.03	15-10-84
6.	Kurseong	10 KW	21.70	7.76	82.88	90.64	31-1-85
7.	Darjiling	100 W	1.40	.86	3.10	3.96	16-3-87
UNION TERRITORIES							
ANDAMAN & NIKOBAR ISLANDS							
1.	Port Blair	100 W	0.90	0.50	0.03	0.53	19-11-82
2.	Car Nicobar	100 W	0.12	—	0.15	0.15	24-2-85
3.	Mayabunder	2×10 W	—	—	0.14	0.14	1-3-88
4.	Diglipur	2×10 W	—	—	0.16	0.16	1-3-88
LAKSHADEEP ISLANDS							
1.	Minicoy	2×10 W	0.20	0.06	—	0.06	30-3-87
2.	Kavaratti	2×10 W	0.20	0.06	—	0.06	31-3-87
3.	Amini	2×10 W	—	0.05	—	0.05	19-7-87
4.	Andrott	2×10	—	—	0.07	0.07	20-7-87
5.	Agatti	2×10 W	—	—	0.04	0.04	30-12-87
6.	Kalpeni	100 W	—	—	0.03	0.03	1-3-88
PONDICHERRY							
1.	Pondicherry	100 W	0.70	3.79	3.56	7.35	11-8-84
DAMAN & DIU							
1.	Daman	100 W	—	0.43	3.30	3.73	19-12-87
DADRA & NAGAR HAVELI							
1.	Silwasa	2×10 W	0.2	0.7	0.38	0.45	4-5-88

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Coverage of TV Transmitters Linked with Bombay						
1.	Bomaby	10 KW	18.90	99.37	33.63	133.00	2-10-72
2.	Pune	6 KW	21.94	21.09	32.04	53.13	2-10-73
3.	Nagpur	10 KW	42.75	35.48	49.30	84.78	15-8-82
4.	Akola	100 W	2.00	2.25	2.58	4.83	19-7-84
5.	Nasik	100 W	2.00	4.68	2.67	7.35	1-8-84
6.	Kolhapur	100 W	2.00	3.65	4.70	8.35	11-8-84
7.	Ahmednagar	100 W	2.00	1.81	2.84	4.65	21-8-84
8.	Aurangabad	100 W	2.00	3.24	2.28	5.52	27-8-84
9.	Jalna	100 W	2.00	1.22	2.28	3.50	25-8-84
10.	Dhule	100 W	2.00	2.11	2.70	4.81	1-9-84
11.	Latur	100 W	2.00	1.12	2.63	3.75	7-9-84
12.	Amravati	100 W	2.00	3.04	2.15	5.19	8-9-84
13.	Sholapur	100 W	2.00	5.14	2.60	7.74	12-9-84
14.	Parbhani	100 W	2.00	1.09	2.35	3.44	15-9-84
15.	Chandrapur	100 W	2.00	2.86	1.46	4.32	20-9-84
16.	Nanded	100 W	2.00	2.35	2.63	4.98	21-9-84
17.	Jalgaon	100 W	1.60	1.45	2.74	4.19	23-9-84
18.	Gondiya	100 W	2.00	1.00	3.28	4.28	5-10-84
19.	Sangli	100 W	1.90	2.86	3.41	6.27	14-10-84
20.	Malegaon	100 W	2.00	2.59	2.67	5.26	16-10-84
21.	Bhusawal	100 W	1.60	1.32	2.74	4.06	27-10-84
22.	Satara	100 W	2.00	0.83	3.37	4.20	8-6-86
23.	Ratnagiri	100 W	1.20	0.47	1.74	2.21	15-5-87
24.	Bid	100 W	2.00	0.80	2.25	3.05	24-5-87
25.	Buldana	100 W	2.00	0.35	2.45	2.80	14-8-87
26.	Yavatmal	100 W	1.30	0.89	1.32	2.21	31-12-87
27.	Gadchizdi	100 W	2.00	0.16	1.30	1.54	9-4-88
	Coverage of TV Transmitters Linked with Hyderabad						
1.	Hyderabad	10 KW	40.80	45.00	61.69	106.69	23-10-77
2.	Kakinada	100 W	1.40	3.40	3.74	7.14	19-11-82
3.	Vijayawada	10 KW	30.10	31.78	75.69	107.47	23-3-84
4.	Tirupati	100 W	2.00	1.49	3.05	4.54	6-7-84

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
5.	Nellore	100 W	2.00	2.56	2.38	4.94	11-7-84
6.	Cuddapah	100 W	2.00	1.13	2.02	3.15	12-7-84
7.	Karimnagar	100 W	2.00	0.86	3.49	4.35	15-7-84
8.	Vishakhapatnam	10 KW	22.40	12.23	45.69	57.92	17-7-84
9.	Nizamabad	100 W	2.00	2.59	3.39	5.98	24-7-84
10.	Warangal	100 W	2.00	3.36	3.08	6.44	2-8-84
11.	Rajhamundry	100 W	2.00	3.62	5.56	9.18	6-8-84
12.	Kurnool	100 W	2.00	2.18	2.14	4.32	7-8-84
13.	Anantapur	100 W	2.00	1.20	2.08	3.28	18-8-84
14.	Adoni	100 W	2.00	1.09	2.18	3.27	23-8-84
15.	Mahbubnagar	100 W	2.00	0.87	2.54	3.41	19-9-84
16.	Proddatur	100 W	2.00	1.33	2.01	3.34	1-8-86
17.	Ongole	100 W	1.70	0.85	1.89	2.74	3-8-87

List of PIB Offices As On 1-5-1987

Hqrs of Region/Regional Offices	Branch Offices	Branch Offices-cum-Information Centre	Information Centres
NORTHERN REGION			
	1. Bhopal	1. Jalandhar	—
	2. Chandigarh	2. Srinagar	—
	3. Indore	—	—
	4. Jaipur	—	—
	5. Jammu	—	—
	6. Kotah	—	—
	7. Lucknow	—	—
	8. Varanasi	—	—
	9. Simla	—	—
	10. Kanpur	—	—
	11. Jodhpur	—	—
EASTERN REGION			
1. (Calcutta)	1. Agartala	1. Imphal	1. Aizwal
	2. Cuttack	2. Kohima	2. Port-Blair
	3. Gauhati	3. Gangtok	—
	4. Patna	—	—
	5. Shillong	—	—
SOUTHERN REGION			
2. (Madras)	1. Bangalore	—	—
	2. Cochin	—	—
	3. Hyderabad	—	—
	4. Madurai	—	—
	5. Trivandrum	—	—
	6. Vijayawada	—	—
WESTERN REGION			
3. (Bomaby)	1. Ahmedabad	—	—
	2. Nagpur	—	—
	3. Panaji	—	—
	4. Pune	—	—
	5. Rajkot	—	—

List of Field Exhibition Units of DAVP with Jurisdiction

Sl. No.	Name of Unit	Name of State	Jurisdiction
I.	GENERAL EXHIBITION UNITS		
1.	Agartala	Tripura	Tripura, Mizoram.
2.	Ahmadabad	Gujarat	Gujarat, Daman & Diu, Dadra & Nagar Haveli.
3.	Ambala	Haryana	Haryana, Punjab & Chandigarh.
4.	Bangalore	Karnataka	Karnataka.
5.	Bhubaneshwar	Orissa	Orissa.
6.	Bomaby	Maharashtra	Maharashtra & Goa
7.	Calcutta	West Bengal	West Bengal & Sikkim.
8.	Guwahati	Assam	Lower Assam & Meghalaya.
9.	Headquarter Unit No. I	New Delhi	Entire U.T. of Delhi and special assignments all over the country.
10.	Headquarter Unit-II	-do-	-do-
11.	Hyderabad	Andhra Pradesh	Andhra Pradesh
12.	Indore	Madhya Pradesh	Madhya Pradesh
13.	Itanagar	Arunachal Pradesh	Arunachal Pradesh.
14.	Imphal	Manipur	Manipur.
15.	Jaipur	Rajasthan	Rajasthan.
16.	Jammu	J & K	J & K
17.	Jorhat	Assam	Upper Assam
18.	Kohima	Nagaland	Nagaland
19.	Lucknow	Uttar Pradesh	Utter Pradesh (Western)
20.	Madras	Tamil Nadu	Tamil Nadu, Pondicherry
21.	Patna	Bihar	Bihar
22.	Shimla	Himachal Pradesh	Himachal Pradesh
23.	Trivandrum Unit	Kerala	Kerala
24.	Varanasi	Uttar Pradesh	Eastern U.P.

(1)	(2)	(2)	(4)	(5)	(6)	(7)	(8)
II. FAMILY WELFARE UNITS							
25.	Ahmedabad	Gujarat		Gujarat, Maharashtra, Goa, Daman & Diu, Dadra & Nagar Haveli.			
26.	Bangalore	Karnataka		Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Pondicherry, Lakshadweep & Minicoi Islands.			
27.	Bhopal	Madhya Pradesh		Madhya Pradesh & Rajasthan.			
28.	Calcutta	West Bengal		West Bengal, Orissa & entire north eastern region.			
29.	Chandigarh	Chandigarh		Chandigarh, J & K, H.P., Haryana & Punjab.			
30.	Lucknow	Uttar Pradesh		U.P. & Bihar.			
31.	New Delhi	Delhi		Delhi and adjoining areas and special assignments.			
III. MOBILE VAN UNITS							
32.	Ahmedabad	Gujarat		Gujarat, Maharashtra, Goa, Daman & Diu, Dadra & Nagar Haveli.			
33.	Aizawl	Mizoram		Mizoram.			
34.	Bikaner	Rajasthan		Rajasthan.			
35.	Calcutta	West Bengal		Being shifted to Gangkok.			
36.	Itangar	Arunachal Pradesh		Arunachal Pradesh			
37.	Port Blair	A & N Island		A & N Islands			
38.	Shillong	Meghalaya		Assam & Meghalaya.			
IV. RAILWAY COACH UNITS							
39.	B.G. Coach Unit	Madras		Burnt in 1975. Efforts are being made to replace it. The Unit is presently working as a General Unit covering places in Southern India.			
40.	M.G. Coach Unit	New Delhi		Coach declared unfit. Unit functioning as General Unit covering Delhi & special assignments all over the country)			

List of Addresses and Telephone Numbers of Regional Offices

1. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
6-3-661/8/1, Sanyiguda,
Hyderabad-500482 (Andhra Pradesh),
Tele: 37338.

2. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Post Box No. 109,
P.O. Itanagar-79111
(Arunachal Pradesh),
Tele: 494,215.

3. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Satya Bara Lane,
Dighali Pukhuri Pur (East),
Guwahati-78001 (Assam),
Tele: 32695.

4. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Ganpat Sadan,
Boring Canal Road,
Patna-800001 (Bihar).

5. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Surya Bhawan, Kilburn Colony,
Ranchi-834002 (Bihar).

6. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
4-Mill Officers' Colony,
Ashram Road,
Ahmedabad-380009 (Gujarat).

7. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Gole Market,
146-Karan Nagar,
Near Girls School,
Srinagar-190010 (J&K)
Tele: 77174.

8. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
No. 79, II Floor,
Ist Main Road,
Seshadri Puram,
Bangalore-560020 (Karnataka),
Tele: 365673, 361272.

9. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Post Box No. 310,
Uppalam Road,
Trivandrum-695001 (Kerala),
Tele : 71483.

10. Joint Director,
Dte. of Field Publicity,
Government of India,
No. 118-A,
Zone-4, Maharana Pratap Nagar,
Bhopal-462003 (Madhya Pradesh).

11. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Gurunanak Nagar, Ravi Gram,
Raipur-492006.

12. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Behind Polytechnic,
3-Vidhya Vihar,
Pune-411016.

13. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Lower Lachamana Hills,
Shillong-79001 (Meghalaya),
Tele : 23192.

14. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Officers' Hill,
P.O. Kohima-797001 (Nagaland),
Tele : 2647.

15. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Ashok Nagar,
Old Station Road,
Bhubaneshwar-751009 (Orissa),
Tele : 51683.

16. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
A-69, Shanti Path,
Tilak Nagar,
Jaipur-302004 (Rajasthan).

17. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Block-VIII, Floor-I,
26-Haddwas Road,
Shastri Bhawan,
Madras-600006 (Tamil Nadu),
Tele : 463784.

18. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
38-D, Tilak Nagar,
Dehradun-248001 (U.P).

19. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
19-A, Vidhan Sabha Marg,
Lucknow-226001 (U.P.).

20. Joint Director,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
15/1, Chowinghee Square,
Calcutta-700069 (W.B.).,
Tele : 235895.

21. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
Ashutosh Mukherjee Road,
Suchashpally, P.O. Silliguri,
Distt. Darjeeling,
Siliguri-734401 (W.B.),
Tele : 20201.

22. Regional Officer,
Dte. of Field Publicity,
Ministry of I&B,
Government of India,
H.No. 3154-A, Sector-21-D.,
Chandigarh-160032.

List of Addresses of Field Publicity Officers as on 1-7-1987

1. Field Publicity Officer,
Dte. of Field Publicity
Ministry of I&B,
6-3-661/8/1, Somajiguda,
Hyderabad-500482,
Tel. 37338.

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
6-4-108, 4th Line,
Arundelpet,
Guntur-522002,
Tel. 20929.

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
64-2-1-6, Near Prathapnagar,
Kakinada-533004,
Tel. 3741.

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
S.V. Patel Road,
Srikakulam-532001,
Tel. 432.

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
50-103-2/B, T.P.T. Colony,
Vishakhapatnam-530013,
Tel. 66536.

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
6-3-98, Ramgir,
Nalgonda-508002,
Tel. 382.

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
57/51, Fort, Opp: P.G. Centre,
Kurnool-518001,
Tel. 20331.

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
7/511, Jayanagar Colony,
Sankarapuram,
Cuddapah-516002,
Tel. 3341.

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
H. No. 6-9-872-B, Subashnagar,
Nizamabad,
Tel. 22102.

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
2/608/5-1, Near Head Post Office,
Hanumakonda,
Warangal-506001,
Tel. 7493.

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
1-3,29, Main Road,
Medak-502110,
Tel. 142.

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
9/127, Police Colony,
Opp. Govt. Headquarters Hospital,
Nellore-524004, Tel. 5238.

ARUNACHAL PRADESH

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dist. East Siang,
Along-791001,
Tel. 44

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Anini-792101.

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dist. West Kameng,
Bomdila-790001,
Tel : 30.

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dist. Upper Suhansiri,

Daporijo-791122,
Tel : 35.

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tirap District,
Khonsa-786630,
Tel : 38.

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dist. Tirap,
Nampong-792123.

7. Field Publicity Officer,
Dte. of Field Publicity,
Mirmir, Dist. West Siang,
Pasighat-791102,
Tel : 36.

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Distt. East Kameng,
Seppa-790102,
Tel : 65.

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Distt. Tawang,
Tawang-790104,
Tel : 52.

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Lohit Distt.,
Tezu-792001,
Tel : 89.

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Distt. Lower Suhansiri,
Ziro-791120,
Tel : 50.

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Post Box No. 109, Soocha Nagar,
New Itangar (A.P.)-790111,
Tel : 494.

BIHAR (NORTH) PATNA

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Nava Bazar Chowk,
Bhagalpur-812002,
Tel : 2055.

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Balbhadrapur, Laheriasarai,
Darbhanga-846004,
Tel : 3372.

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
I.B. Road, Bengali Tota,
Forbesganj-864318
Tel : 508

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I & B,
Moghal Bazar,
Monghyr-811201
Tel : 2591

5. Field Publicityb Officer,
Dte. of Field Publicity,
Ministry of I & B,
Ravivi House, Line Mohalla,
Kishanganj-855107,
Tel : 45.

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Balua Tal, East Champaran,
Motihari-845401, Tel : 380.

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Rajopatti, Prem Nagar,
Sitamarhi-843301,
Tel : 374.

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Garden House, Maripur,
Muzaffarpur-842001,
Tel : 5393.

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ganpat Sadar, Boring Canal Road,
Patna-800001,
Tel : 24469.

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Salampur Distt. Saran,
Chhapra (Bihar)-841301,
Tel : 2804.

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Motihani Road,
Begusaria (Biar)-851101,
Tel : 502.

BIHAR (SOUTH) RANCHI

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Surya Bhawan, Kilburn Colony,
Hinoo, Ranchi-834002,
Tel : 8024.

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Nirmal Bhavan, Luby Circular Road,
Hirapur,
Dhanbad-826001,
Tel : 3943.

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Jhilganj,
Gaya,
Tel : 21026.

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
3-P.T.C. Road,
Hazaribagh-825301
Tel : 2234

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
L-5/156, Kudma Sonari Link,
Jamshedpur-831005
Tel : 27133

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shivpahar Road, (SP),
Dumka-814101
Tel : 156

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Near Sahitya Samaj,
Distt. Palamau,
Daltonganj-822101
Tel : 244

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Darutoli,
Gumla
Tel : 75

GUJARAT

1. Field Publicity Officer,
Dte. of Field Publicity,
Minisiry of I&B,
4-Mill Officers Colony,
Ashram Road,
Ahmedabad-380009
Tel : 469673

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
7-E, Various Departments,
Class IV Quarters,
Ahwa (Dang)-394710
Tel : 56

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Pratap Building, Pratap Road,
Raopura,
Baroda-390001
Tel : 553498

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
1186-A 'ASHISH'
Sir Pathani,
Near Ghoga Road Circle,
Bhavnagar-364001
Tel : 26576

5. Field Publicity Officer,
Dte, of Field Publicity,
Ministry of I&B,
45, Vijay Nagar Colony,
General Hospital Road,
Bhuj (Kutch)-370001
Tel : 179

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
18/40, Shardakunj Society,
Motipura, Near Vaishali Cinema,
Himatnagar
Tel : 706

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
13-Jyoti Co-perative Housing Society,
College Road,
Distt. Panchamahals,
Godhra-389002
Tel : 2798

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Calcuttawalas Building,
Station Road,
Junagarh-362001
Tel : 22385

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shanti Bhavan, Pathak Sadak,
Distt. Banaskantha (NG),
Palnpur-385001
Tel : 2598

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Desai Sheri,
Sangrampura,
Surat-395002
Tel : 42709

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mahaver Krupa,
6, Jagannath Plot,
Rajkot-360001
Tel : 45529

JAMMU & KASHMIR

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
New Colony,
Khanabal, Rahalgam Road,
Anantnag
Tel : 495

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Town Hall, Building,
Baramulla
Tel : 269

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Main Bazar,
Chadoora
Tel : 24

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Main Bazar,
Kangan-191202
Tel : 24

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Main Bazar,
Kupwara
Tel : 32

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Main Bazar,
(Bandy Building),
Shopian-192302
Tel : 23

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ramnagar Road,
Udhampur
Tel : 304

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
New Secretariat,
Neelam Chowk,
Srinagar-190009
Tel : 77174

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Doda City,
Doda
Tel : 97

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kothi No. 59, Sector-4,
Nanak Nagar, Railway Road,
Jammu (J&K)
Tel : 3842

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B, Jail Road,
Kathua
Tel : 63

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Geeta Bhawan,
Poonch
Tel : 59

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Rajouri
Tel : 33

14. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Alhilal Building,
Kargil
Tel : 32

15. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Leh
Tel : 1

KARNATAKA

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
79, IInd Floor, 1st Main Road,
Shrinivas Complex, Sheshadripuram,
Bangalore-560020
Tel : 361272

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
976, Mattikoppa Building,
Poona-Bangalore Road,
Belgaum-590016
Tel : 22601

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
35, Gandhinagar,
Bellary-583103
Tel : 2831

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
72, 'Vishnu Nivas',
Bijapur-586101
Tel : 369

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
131, V Block, J.C. Extension,
Chitradurga-577501
Tel : 2624

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
No. 5085/81, Ravindranagar,
Hassan-573201
Tel : 8413

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
'Prashanthi', Vivekanandnagar,
Dharwad-580004
Tel : 8248

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
H.No. 1-891/22-2, 'Gurukrupa'
Jewargi Colony,
Gulbarga-585102
Tel : 20269

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
17-19-1395A, Britto Lane,
Palnir,
Mangalore-575001
Tel : 22908

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
3rd Main, 5th Cross,
Saraswathipuram, 'Shivakrupa'
Mysore-570009
Tel : 21866

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
B-6, Rajendranagar,
Shimgo-577201
Tel : 3008

KERALA

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Uppalam Road,
Trivandrum-1
Tel : 71483

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
'Raj Vihar' Pallithottam
Post Office Road,
Quilon-6
Tel : 3980

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Palace Ward,
Alleppey-11
Tel : 5206

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
S.H. Mount P.O.,
Kottayam-6
Tel : 3048

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
No. XXXIV/370, Karithala Road,
Cochin-16
Tel : 352828

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
'Prasanth Vihar',
House No. 28/156,
Parakkiot Lane, Patturakkal,
Trichur-1
Tel : 23326

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
No. PMC.IV/341, Kallepully,
Palghat-5
Tel : 5411

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Down Hill,
Malappuram-19
Tel : 473

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
West Hall,
Kozhikode-5.
Tel : 75195

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kalpetta North P.O.,
Kalpetta (Wynad District)
Tel : 263

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Talap,
Cannanore-2
Tel : 3515

MADHYA PRADESH (EAST) RAIPUR

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Pratappur Road,
Amoikapur-497001
Tel : 196

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Near Chhatisgarh School,
Bilaspur-495001
Tel : 5180

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ward No. 15, Premnagar,
Balghat-481001
Tel : 529

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shyam Bhavan, Takia Para,
Drug-491001
Tel : 2223

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
1744-Wright Town,
Jabalpur-482001
Tel : 22550

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Nayapora,
Jagdalpur-494001
Tel : 418

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Near Petrole Pump,
Amapara,
Kanker-694334
Tel. 26

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Gurunanak Nagar,
Post Ravigram,
Raipur-492006
Tel. 28919

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kothi Compound,
Rewa-486001
Tel. 255

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Housing Board Colony,
Shahdol-484001
Tel. 720

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shastri Nagar,
Sidhi-486661
Tel. 140

MADHYA PRADESH (BHOPAL)

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
118 Zone II,
Maharana Pratap Nagar,
Bhopal-462011
Tel. 64109

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
CIA Building,
Residency Area,
Indore-452001
Tel. 5428

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
A.B. Road,
Guna
Tel. 285

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
73, Luxmi Bai Colony,
Laskar,
Gwalior
Tel. 20499

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Itwara Bazar,
Hoshangabad
Tel. 326

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Sudama Nagar,
Ram Tekary,
Mandsaur
Tel. 2431

7. Field Publicity Offieer,
Dte. of Field Publicity,
Ministry of I&B,
H-14/31, Rishi Nagar,
Ujjain
Tel. 6091

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
14 Gopal Colony,
Jhabua
Tel. 76

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mundi Kachairi,
Gulbarga,
Chhindeara
Tel. 672

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Beniganj, Mahal Road,
Chhatarpur
Tel. 159

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
13/25 Sadar Bazar,
Sagar
Tel. 2688

MAHARASHTRA & GOA

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
3, Vidyavihar, Behind Government
Polytechnic,
Pune-411006
Tel. 50366

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Municipal School Bldg.,
Nana Chowk, Grant Road,
Bombay-400007
Tel. 354260

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Old Municipal Building,
Navi Peth,
Solapur-413007
Tel. 6677

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
303 'B' Prema Building,
Rua de Qurem,
Panaji (Goa)-403001
Tel. 5586

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shivaji Municipal Stadium,
Cum-shopping Centre,
Block No. 16,
Ratnagiri-415612

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
1, Toma Nagar, Sagarmal,
Kolahpur-416008
Tel. 25070

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
95/B, Kamathipura,
Satara-415001 .
Tel. 3183

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
17, Megha-chaya,
Bhangyodaya Colony,
Near Professor Colony,
Nagar-Manmad Road,
Ahmednagar-1
Tel. 3736

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
14, Jai Vishvabharati Colony,
Near Jawahar Colony,
Aurangabad-431005
Tel. 4686

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Palsekar Building, 1st Floor,
Subhash Road, Near Rly. Station,
Nasik-422101
Tel. 62430

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
House No. 1-9-518,
Near Rupa Guest House,
Vasant Nagar,
Nanded-431602
Tel. 3919

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
14, Adarsh Nagar,
Behind State Bank Colony,
Jalgaon-425001
Tel. 3550

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
House No. 405, Gandhi Nagar,
Opp. Gandhi Park,
Amravati-444606
Tel. 3483

14. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Prashanta Bhavan,
Babu Peth,
Chandrapur-442403
Tel. 2169

15. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Bharuka Bhavan, Dhantoli,
Nagpur-440012
Tel. 22223

16. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
V.Y. Subhedar's Building,
Kelkarwadi,
Wardha-442001
Tel. 2867

NAGALAND & MANIPUR

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Officers Hill,
Kohima
Tel. 2647

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mokokchung
Tel. 67

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tuensang
Tel. 58

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mon
Tel.

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Keisamthong Road,
Imphal
Tel. 20853

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tamenglong

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ukhrul

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Churachandpur
Tel. 294

9. Field Publicity Officer,
Dte. of Field Publicity,
Minister of I&B,
Chandel

MMT SHILONG

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Lower Lachaumere Hills,
Shillong-793001
Tel. 24576

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Lathlabow,
P.O. Jawai-793150
Tel. 272

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Lower Chandmari,
P.O. Tura-794002
Tel. 371

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
P.O. Kailashahar-799277
Tel. 13

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
P.O. Ram Nagar,
Agartala-799002
Tel. 3859

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Chonbon (Subhasagar)
P.O. Radhakishorepur-799120
Udaipur (Tripura)
Tel. 167

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Republic Road,
P.O. Aizwal-796001
(Mizoram) Tel. 80
Tel. 2589

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Bazar Vang,
P.O. Lunglei-796701
Mizoram

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
P.O. Saiha-796107,
Distt. Chhimtuipui
Mizoram

ASSAM REGION

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
College Road,
Barpeta-781301
Tel. 120

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Red Cross Road,
Dibrugarh-7816001
Tel. 20753

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Thana Road,
Dhubri-783301
Tel. 526

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Hospital Road,
Diphu-782460
Tel.

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dr. B. Baruah Road,
Guwahati-781001
Tel. 32675

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Moulhoi Road,
Haflong-788819
Tel. 14

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Phukan Ali Road,
Tarajan,
Jorhat-785001
Tel. 20488

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Balikuria Road,
Nalbari-781335
Tel. 372

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Panindra Road,
North Lakhimpur-787001
Tel. 232

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Amalapatty Road,
Nagaon-782001
Tel. 350

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shillong Patty Road,
Silchar-788001
Tel. 380

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Padmapatty Road,
Barahalia Road,
Tezpur-784001
Tel. 308

NORTH WEST

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Sector No. 21-D/3154,
Chandigarh (UT)-160022
Tel. 26570

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
108-Mahatma Gandhi Marg,
Ambala Cantt-133001
Tel. 20572

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
791 Sant Nagar, W. No. 18
Rohtak (Haryana)
Tel. 4449

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
281-Shivaji Nagar,
Naranul (Haryana)
Tel. 307

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
1624 Urban Estate No. II
Hissar (Haryana)
Tel. 5084

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Opposite Guru Nanak College,
Ferozepur Cantt (PB)
Tel. 2477

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
57, Sant Nagar,
Ludhiana
Tel. 22005

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
91-Banda Bahadur Nagar,
Mahavir Marg,
Jalandhar
Tel. 74905

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
372 Street No. III, Model Town,
Amritsar
Tel. 65070

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
231, Gandhi Nagar,
Pathankot
Tel. 20447

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
The Heaven, Civil Lines,
Dharmshala
Tel. 2379

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mohalla Samkhetra,
Mandi (HP)
Tel. 2462

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
22/23, Railway Board Building,
Shimla (HP)
Tel. 2636

14. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Near Punjab National Bank,
Hamirpur (HP)
Tel. 140

15. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
HRTC Bus Stand Building,
Nahan (HP)
Tel. 256

16. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kalpa, Distt. Kinnaur (HP)

ORISSA

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ashok Nagar,
Bhubaneswar-751009
Tel. 51135

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Zanana Hospital Road,
Berhampur-760001
Tel. 3655

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Padhuanpada,
Balasore-756001
Tel. 2265

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Deulasahi,
Baripada-757001
Tel. 329

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Purunapada,
Bhawanipatna-766001
Tel. 387

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mallah Sahi,
Manglabag,
Cuttack-753001
Tel. 20629

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Laxman Naik Memorial Hall,
Jeypore (Korapur Distt.)-764001
Tel. 193

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
College Road,
Keonjhar-758001
Tel. 188

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Pandey Colony,
Phulbani-762001
Tel. 112

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Madhupur House,
Puri-752001
Tel. 2170

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Brooks Hills,
Sambalpur-768001
Tel. 392

RAJASTHAN

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
A-69, Shanti Path, Tilak Nagar,
Jaipur-302004
Tel. 44951

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
E-68, Shastri Nagar,
Ajmer
Tel. 21490

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kothi No. 1, Pratap Nagar,
Manu Marg Housing Board Colony,
Alwar
Tel. 20776

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Station Road,
Barmer
Tel. 97

5. Field Publicity Officer,
Dte. of Fieled Publicity,
Ministry of I&B,
Near Sadul Status,
Bikaner
Tel. 3534.

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kailash Bhawan, Station Road,
Dungarpur
Tel. 2586

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shiv Bhawan I-B Road Dardarpura,
Jodhpur
Tel. 22286

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Kachhawa Peda,
Jaisalmer
Tel. 36

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Shree Bhawan Railway Road,
Kota Junction
Tel. 25234

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Joshi[Bhawan Bajaj Road,
Sikar
Tel. 2149

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
580, Patel Nagar,
Purani Abadi,
Sriganganargar-335001
Tel. No. 20121

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Man Town Bajaria,
Sawai Madhopur
Tel. 291

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
43 Hiran Magri, Sector 3,
Udaipur
Tel. 27142

TAMIL NADU

1. Field Publicity Officer,
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Ministry of I&B,
"Shastri Bhawan"
III Floor, Block-5,
26 Haddows Road,
Madras-600006
Tel. 478463/475072

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
No. 5, Balaji Road,
Krishna Nagar,
Vellore-632001
Tel. 22145

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
No. 5, Subbiah Colony,
KK. Nagar,
Madurai-625020
Tel. 43118

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
130 Ponnagar Colony,
Tiruchirapalli-620001
Tel. 26952

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
129-B, Hundred Feet Rd.,
Tatabad,
Coimbatore-641012
Tel. 36249

6. Field Publicity Officer,
Dte. of Field Publicity,
Opp. to Sarada College,
Alagapuram,
Salem-636016
Tel. 7678

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
20/1 High Ground Road,
Palayamkottai,
Tirunelveli-627002
Tel. 5329

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
117, Lal Bahadur Shastri Rd.,
Pondicherry-605001
Tel. 6531

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
6-E, Mandapam Road,
Velipattinam,
Ramanathapuram-623535
Tel. 456

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
71, Appavu Nagar,
Dharampuri-636705
Tel. 601

11. Field Publicity Officer,
Dte of Field Publicity,
Ministry of I&B,
40/VI/2851 Rethina Colony,
Thanjavur-613007
Tel. 1187

UTTAR PRADESH (CENTRAL) LUCKNOW

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Dte. of Field Publicity,
Ministry of I&B,
19-A, Vidhan Sabha Marg,
Lucknow
Tel. 43421

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
C-160, Kareli Scheme,
Allahabad
Tel.

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Sidhari,
Azamgarh
Tel. 2946

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Govind Ashram,
415, Civil Lines,
Danda
Tel. 238

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Patel Nagar,
Gonda
Tel. 489

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Bank Road,
Gorakhpur
Tel. 3379

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
366/1 Civil Lines,
Jhansi
Tel. 1448

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I & B,
120/567, Shivaji Nagar,
Kanpur
Tel. 81267

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Raghukul Bhawan,
Chauch Road,
Lakhimpurkheri
Tel. 2038

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Awadh Nagar,
Mainpuri
Tel. 675

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Randhawa Library Building,
Rae-Bareili
Tel. 830

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Lal Diggi Civil Lines,
Sultanpur
Tel. 223

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Konia Satti Road,
Madau Kazzakpuri,
Varanasi
Tel. 52168

UTTAR PRADESH (NORTH-WEST) DEHRADUN

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
3862-Collectorate Road,
Agra
Tel. 73051

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Near Tesveer Mahal,
Aligarh
Tel. 7187

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
179/8-8, Civil Lines,
Bareilly
Tel. 3409

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
38-D, Tilak Road,
Dehradun
Tel. 23347

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Gopeshwar
Tel. 74

6. Field Pbulicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
270-C, Tandel Moh.,
Meerut
Tel. 72219

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
58-Shivpuri,
Moradabad
Tel. 23350

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Togendrapuri, Near Soil
Testing Laborator,
Muzaffarnagar
Tel. 5740

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tulsi Kuteer,
Tallital,
Nainital
Tel. 2331

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
House of Sh. Balwant Singh,
Dhara Road,
Pauri
Tel. 38

11. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Cinema Line,
Pithoragarh
Tel. 2292

12. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Commercial Building,
Mall Road;
Ranikhet
Tel. 104

13. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Uttarkashi
Tel. 59

WEST BENGAL (SOUTH) CALCUTTA

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Dte. of Field Publicity,
Ministry of I&B,
15/1, Chowringhee Square,
Calcutta-700069
Tel. 238623/238523

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
59-S.N. Banerjee Road,
Barrackpore-74301
Tel. 722

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mahatma Gandhi Road,
Chinsurah-712102
Tel. 2352

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
39, G.N.P.C. Road,
Ranaghat-741201
Tel. 102

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Patpur,
Bankura-722101
Tel. 232.

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tinkunia, G.T. Road,
Burdwan
Tel. .....

7. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
16-8, R.N. Tagore Road,
Derhampore-742101
Tel. 392

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Rabindra Nagar,
Midnapore-721101
Tel. 407

9. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Supplyline,
Port Blair-744101
Tel. 2413

10. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Jayanti Village,
Car-Nicobar-744301

WEST BENGAL (NORTH) SILLIGURI

1. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
54, Govt. Colony No. 1,
(1st Floor),
Malda-732101
Tel. 2293

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Tadung, Gangtok-737102
Tel. 2762

3. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Nayabazar,
Jorethang-737121
Tel. 55

4. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Dinajpur House, Ringking
Pong Road,
Kalimpong-734301
Tel. 471

5. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Mohambati, Raiganj-733134
Tel. 161

6. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
New Circular Road (Extension),
Jalpaiguri-735101
Tel. 526

2. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Ashutosh Mukherjee Road,
Subashpally,
Siligurui-734401
Tel. 21460

8. Field Publicity Officer,
Dte. of Field Publicity,
Ministry of I&B,
Biswasingha Road,
Nutan Bazar,
Cooch-Behar-736101
Tel. 545

Institution Imparting Training in Mass Communication in India

Sl. No.	Institution	Courses Offered	Duration	Eligibility
(1)	(2)	(3)	(4)	(5)
1.	Aligarh Muslim University, Aligarh	(*i*) Post Graduate Diploma in Journalism	One Academic Year	Graduation
		(*ii*) Masters Degree in Journalism	Two years	-do
2.	Andhra Pradesh Agricultural University, Hyderabad	(*i*) Process of Communication	One year	-do-
		(*ii*) Mass Media Communication	-do	-do-
		(*iii*) Organisation Communication, Photography & Mass Communication Media as part of Ph.D. and M.Sc. in Extension Education	-do-	-do-
3.	Bangalore University, Bangalore	(*i* B.S. (Communication)	-do-	IInd Class Bachelor Degree
		(*ii*) M.S. (Communication)	-do-	IInd Class Bachelor of Communication
4.	Banaras Hindu University, Varansi	(*i*) Bachelor of Journalism	-do-	-do-
		(*ii*) Master of Journalism	-do-	Bachelor of Journalism
5.	Berhampur University, Berhampur	(*i*) Bachelor of Journalism and Mass Communication	-do-	Graduation
6.	Bhawan's College of Communication and Management, Calcutta	(*i*) Journalism	One Year	Graduation
		(*ii*) Public Relations	-do-(evening)	-do
7.	Bhawan's College of Communication	(*i*) Post Graduate Diploma in Journalism	One Year	Graduation
		(*ii*) Post Graduate Diploma in Public Relations	-do-	-do-

(1)	(2)	(3)	(4)	(8)
8.	Bhawan's College of Communication and Management, Nagpur	(*i*) Post Graduate Degree in Communication	One Year	Graduation
		(*ii*) Post Graudate Diploma in Public Relations	-do-	-do-
9.	Bhartiya Vidya Bhawan, Trichur	(*i*) Post Graduate Diploma in Journalism	-do-	-do-
10.	Bhartuya Vidya Bhawan, Bhawan's Rajaji College of Communication and Management, Madras	(*i*) Post Graduate Diploma in Journalism	-do-	-do-
		(*ii*) Post Graduate Diploma in Public Relations	-do-	-do-
11.	Bhartiya Vidya Bhawan, Dayanand College of Communication & Management, Chandigarh	(*i*) Post Graduate Diploma in Journalism.	-do-	-do-
		(*ii*) Post Graduate Diploma in Public Relations	-do-	-do-
12.	Dateline School of Journalism, New Delhi	(*i*) Diploma in Journalism	Six Months	Graduation
		(*ii*) Correspondence Course in Journalism	One Year	-do-
13.	Development and Educational Communication Unit, Indian Space Research Organisation, Ahmedabad	(*i*) In service Diploma in TV Programme, Design Production, Transmission and Communication Rsearch	100 working days	Not Applicable
14.	Film & Television Institute of India, Pune	(*i*) Diploma in Film Direction	Three Years	Graduation
		(*ii*) Diploma in Motion Picture Photography	-do-	Science-Graduation
		(*iii*) Diploma in Sound Recording and Sound Engineering	-do-	-do-
		(*iv*) Diploma in Film Editing	Two Years	Graduate

(1)	(2)	(3)	(4)	(5)
15.	Film & Television Institute of Tamil Nadu, Madras.	(*i*) Diploma in Cinematography	Three Years	High Secondary with Science and Photography as a special vocational Subject
		(*ii*) Diploma in Direction and Screen Play Writing	-do-	Graduation
		(*iii*) Diploma in Sound Engineering & Sound Recording	-do-	High Secondary with Science & Electronics as a Vocational Subjects
		(*iv*) Diploma in Film Processing	Three Years	High Secondary with Science
		(*v*) Diploma in Film Editing	-do-	Higher Secondary
		(*vi*) Certificate Course in Acting	One Year	-do-
16.	Garhwal University, Srinagar (Garhwal), U.P.	(*i*) Bachelor of Journalism	-do-	Graduation
17.	Guwahati University, Guwahati	(*i*) Diploma in Journalism	-do-	-do-
18.	Horniman College of Journalism, Bombay	(*i*) Degree in Journalism, Advertisement & Public Relations	-do-	-do-
		(*ii*) Diploma in Journalism, Advertisement & Public Relations	-do-	-do-
		(*iii*) Certificate Course in Journalism, Advertisement and Public Relations	-do-	Non-matric
19.	Indian Institute of Journalism, New Delhi	(*i*) Post Graduate Diploma in Journalism	-do-	Graduation
20.	Indian Institute of Mass Communication, New Delhi	(*i*) Diploma in Journalism for Developing Countries	Nine Months	Only Indian Graduates
		(*ii*) Post Graduate Diploma in Advertising and Public Relations	-do-	-do-
		(*iii*) Diploma in News Agency Journalism for Non-aligned Countries	-do-	Restricted to Nominees of Non-aligned Countries

(1)	(2)	(3)	(4)	(5)
		(*iv*) Broadcast Journalism	8 Weeks	Restricted to AIR & Doordarshan Personnel
		(*v*) Orientation Courses for CIS Officers	6 Months to 15 Months	Restricted to the Probationers of CIS-Group A&B
		(*vi*) Post Graduate Diploma in Journalism (Hindi)	9 Months	Graduate
21.	Institute of Correspondence Course and Continuing Education, University of Mysore, Mysore	(*i*) Diploma in Journalism	One Year	Pre-University
22.	Institute of Journalism, Trivandrum	(*i*) Post Graduate Diploma in Journalism	-do-	Graduate
23.	International Polytechnic for Women, New Delhi	(*i*) Post Graduate Diploma in Journalism	-do-	-do- -do-
		(*ii*) Diploma in Advertising and Marketing	-do-	Higher Secondary
24.	Jamia Millia Islamia, New Delhi	(*i*) M.A. (Mass Communication)	Two Years	Graduation
		(*ii*) Diploma in Science Journalism	One Year	M.Sc.
25.	Jawaharlal Nehru University, New Delhi	(*i*) Advanced Diploma in Mass Media	One Year	-do- (with proficiency in Hindi/ Urdu)
26.	Kundan Institute of Communication Studies, Kanpur	(*i*) Post Graduate Diploma in Journalism	-do-	Graduation
27.	The Management Professionals Association (MPA), Madras	(*i*) Mass Communication, Journalism Publicity Refresher Courses, Film, Radio, TV, Book Publishing, Printing, etc.	1 Week to 2 Years	No Formal Education indisted
28.	Maharaja's College, University of Mysore, Mysore	(*i*) B.A. with Journalism as an Optional Subject	Three Years	Pre-University
29.	Marathwada University, Maharashtra	(*i*) Bachelor of Mass Communication	One Year	Graduation
30.	Nagpur University, Nagpur	-do-	-do-	-do-

(1)	(2)	(3)	(4)	(5)
31.	National Institute of Rural Development, Hyderabad	(*i*) Orientation Course to Communication	One Week	In Service Training
32.	Osmania University, Hyderabad	(*i*) Bachelor of Communication & Journalism	One Year	Graduation
		(*ii*) Master Degree of Communication & Journalism	-do-	Bachelor of Communication & Journalism.
3.	Press Institute of India, New Delhi	(*i*) Short-term Courses in Various Aspects of Journalism	One Week to One Month	Journalists
34.	Punjab University, Chandigarh	(*i*) Bachelor of Journalism	One Year	Graduation
35.	Punjabi University, Patiala	(*i* Bachelor of Journalism and Mass Communication	One Year	Graduation
		(*ii*) Master of Journalism and Mass Communication	-do-	Bachelor's Degree of Journalism & Mass Communication
36.	Rajendra Prasad Institute of Communication, & Management, Guntur	(*i*) Post Graduate Diploma in Journalism	Nine Months	Graduation
37.	Department of Communication Studies & Research, Rani Durgavati Vishwavidyalaya, Jabalpur (Madhya Pradesh)	(*i*) Bachelor of Journalism & Communication	One Year	-do-
38.	Sardar Patel College of Communication & Management, New Delhi	(*i*) Diploma in Journalism	One Year	-do-
		(*ii*) Diploma in Public Relations	-do-	-do-
		(*iii*) Diploma in Marketing and Advertising	-do-	-do-
37.	Shivaji University, Kolhapur	(*i*) Bachelor of Journalism & Mass Communication	One Year	-do-

(1)	(2)	(3)	(4)	(5)
40.	Shri Amritlal Dalpathbhai Sheth, Department of Journalism, Saurashtra University, Rajhot	(*i*) Bachelor of Journalism & Mass (*i*) Communication	-do-	-do-
		(*ii*) Master of Journalism & Communication	-do-	Diploma & Degree in Journalism & Mass Communication
41.	The Times of India Group, Training Department, Bombay	(*i*) Journalists Training	-do-	-do-
42.	TRF Institute for Social Science Research & Training, New Delhi	(*i*) Post Graduate Diploma in Social Journalism	One Year	Employees of the Organisation
43.	University of Calicut, Kerala	(*i*) Bachelor of Journalism	-do-	Graduation
44.	University of Kerala, Trivandrum	(*i*) Master of Communication & Journalism	Two Years	-do-
45.	University of Madras, Madras	(*i*) M.A. in Journalism	2 Years	Graduation
		(*ii*) M.Phil	1 Year	Master Degree in Journalism & open to other P.G. Degree holders sponsored by the Media
		(*iii*) Ph.D. in Communication	Three Years to 5 Years	M.Phil in Journalism & Communication (2 years)
46.	University of Mysore, Department of Post-Graduate Studies and Research in Journalism and Mass Communication	(*i*) Diploma in Journalism	One Year	Pre-University/Intermediate
		(*ii*) M.A. in Journalism & Mass Communication	Two Years	Bachelor's Degree or Diploma in Journalism
		(*iii*) Ph.D. Programme	Four Years	Master's Degree in Journalism.

47.	University of Poona, Pune	(*i*) Diploma in Journalism	Six Months	S.S.C.
		(*ii*) Bachelor of Journalism & Communication	One Year	Graduation
48.	University of Rajasthan, Jaipur	(*i*) Post Graduate Diploma in Journalism	One Year	-do-
49.	Xavier Institute of Communication	* (*i*) Diploma in Journalsism	32 Weeks	-do-
		(*ii*) Diploma in Public Relations	-do-	-do-
		(*iii*) Diploma in Advertising & Marketing	38 Weeks	-do-
		(*iv*) Diploma in Cinema Production	32 Weeks	-do-

*Courses from (*i*) to (*iv*) are part-time

BIBLIOGRAPHY

The bibliography is meant to serve as a guide to further reading on the subjects covered in the volume.

ADVERTISING

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3. CHUNAWALLA, S.A. — *Foundations of Advertising :* Theory and practice. Bombay, H. Publishing House, 1985.
4. INDIA, EXTERNAL AFFAIRS, MINISTRY OF — *Chachal Sarkar Committee Report on external publicity*, New Delhi, the author, 1978.
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8. PANDYA, INDUBALAH — *English language in advertising :* A linguistic study of Indian press advertising. Delhi, Ajanta Publications, 1977.
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VIDEO

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Index

A

ADVERTISING 11-7, 29
CORE Study 16
Economic Times Research Bureau Report on—15
ORG Study 15
Press 29
Press Commission, Report on—14-5
ADVERTISING AND VISUAL PUBLICITY, Directorate of—49, 55-6, 82-5
Advertising, Policy 82, 85
Audio-Visual Publicity 84
Campaign Wing, 82-3
Exhibition/Units 83, 85, 240-41
Family Planning, Publicity of—56
Mass Mailing Wing 84-5
Outdoor Publicity 85
Printed Publicity 84
Ajkal 87
Akashvani 71, 76
All India Radio 5, 34, 54, 49, 71-8, 90
See also Radio Reporting, Parliament 5
Family Planning, Publicity of—54
Andaman and Nicobar Islands, Directorate of Information, Publicity and Tourism 153-54
Andhra Pradash, Directorate of Information and Public Relations 115-16
And Miles to Go 23
Arunachal Pradesh, Directorate of Information and Public Relations 117-18
Asian Forum of Environmental Journalists 46
Assam, Department of Information and Public Relations 118-20

B

Bal Bharati 87
Before My Eyes 25
Bengal Gazette 14
BIBLIOGRAPHY 268-89
Bihar 120-22
Bombay Hamara Shehar 25

C

Calcutta Gazette and Oriental Advertise 16
Calcutta General Advertisement 14
CENTRAL MEDIA 71-112
All India Radio 71-8
Children's Film Soeiety 102-103
Directorate of Advertising and Visual Publicity 82-5
Directorate of Field Publicity 89-90
Directorate of Film Festivals 88, 91-2
Doordarshan 78-80
Film and Television Institute of India 100-102
Films Division 97-100
Indian Institute of Mass Communication 111-12
National Film Archive of India 110-111
National Film Development Corporation 92-7
Phot Division 103-105
Press Council of India 105-106
Press Information Bureau 80-81
Publications Division 86-9
Registrar of Newspapers for India 108-110
Research and Reference Division 106-108
Song and Drama Division 90-92
Chandigarh, Directorate of Hospitals and Tourism 154-56
CHRONOLOGY OF EVENTS 162-74
Children's Film Society of India 102-103
Cinema in India 96
Communicator 112

D

Dadra and Nagar Haveli, Field Publicity Offices 156
Dance of Manipur 23
Delhi, Directorate of Information and Publicity 157-58
DOCUMENTARY FILMS 22-5
Doordarshan 24-5, 35, 54, 62-4, 73, 76
see also Television

E

Employment News 88
Environmental Protection Act, 1986, 45

F

Face to Face 23
Field Publicity, Directorate of—34, 89-90, 242-60

Field Publicity Offices 89-20, 242-60
FILM 22-5, 94-100, 110, 185-87, 205-209
Appreciation 110
Awards 25, 188-204, 206-209
Cartoon 97, 99
Certification, Languagewise 185-86
Children 207-209
Distribution 22, 94, 97-100
Documentation 22-5, 97-100
Exhibition 98
Export 94
Feature 22
Festival 95-6
Journals 96
Newsreels 22, 24, 97, 99-100
Newsmagazines 97, 100
Production 22, 98, 185-87, 205
Thematic Classification 187
Short 25, 98
Film and Television Institute of India, 24, 65, 100-102
Film Finance Corporation 92
FILMS DIVISION 22-5, 34, 55, 97-100, 204
Awards 204
Cartoon Films 97, 99
Distribution 97-100
Documentaries 22-5, 97-100
Exhibition 98
Family Planning, Publicity of—55, 99
Festivals, Participation of—98, 100
Newsreels 97, 99-100
Newsmagazines 97, 100
Production 98, 205
Short Films 98
Framework of Famine 23

G

Gandhi 93
Goa, Daman and Diu, Department of Information 158-59
Gujarat, Directorate of Information 122-24

H

Harijan 33
Haryana, Department of Public Relations and Cultural Affairs 124-25
Himachal Pradesh 22-3
Himachal Pradesh, Directorate of Public Relations 125-26
Hindu 27

I

I am Twenty 23
India '67 23
India—A Reference Annual 107
India Calling 75
India Perspective 87
Indian and Foreign Review 87
Indian Federation of Working Journalists 4
Indian Institute of Mass Communication 111-12
Indian Motion Picture Export Corporation 92
Indian National Trust for Art and Cultural Heritage 25
Indian Society of Advertisers 61
Information and Broadcasting, Ministry of—48-9, 86, 89-90, 103, 106
International Organisation of Journalists, Prague 4

J

Jammu and Kashmir, Directorate of Information and Public Relations 126-27
Journalism 1-4

K

Karnataka, Department of Information and Publicity 28-9
Kerala, Department of Public Relations 130-32
Khyal Gatha 25
Konark 23
Kurukshetra 87

L

Ladhak Diary 23
Lakshadweep, Information Offices 159-60
Lalit Kala Akademy 25
Lok Seva Sanchar Parishad 61

M

Madhya Pradesh, Directorate of Information and Publicity 132-33
Madhya Pradesh State Film Development Corporation 25
Maharashtra, Directorate General of Information and Public Relations 134
Manchester Guardian 1
Manipur, Directorate of Information and Public Relations 136-37
Mass Communications Research Centre, Jamia Milia 24

MASS EDUCATION AND MEDIA DIVISION 48-9, 56
Mass Mailing Unit 56-7
Population Education 57-8
MASS MEDIA AND FAMILY PLANNING 48-58
Communication Guidelines 50, 52
Media Strategy 50-52
National Health Policy 50
Promotion Schemes of Ministry of Information and Broadcasting 54-6
Publicty via Media 52-3
States—Initatives/Activities 53-4
MASS MEDIA, DEVELOPMENTAL ROLE 33-7
Five Year Plans 33-5
Plan Publicity 37
Mass Media in India 107
Mati Manas 25
MEDIA ORGANISATIONS
Central Media 71-112
Professional Organisations 261-66
States Media 115-61
MEDIA, ROLE OF, CREATING ENVIRONMENTAL AWARENESS 42-7
Electronic Media, Coverage 44-5
Environmental Protection Act 45
Press, Coverage 43-4
UN Environmental Programme 43
Meghalaya, Directorate of Information and Public Relations 135
Mizoram, Directorate of Information and Public Relations 138-39

N

Nagaland, Publicity Office 141
National Council of Educational Research and Training 25
National Film Archive of India 110-11
NATIONAL FILM DEVELOPMENT CORPORATION 25, 92-7
Directorate of Film Festivals 95-6
Distribution 94
Export 94
Festivals 95-6
Financing 92-4
Import 94
Journal 96
National Film Circle 96
National Film Library 96
Production 93
Research and Development Unit 97
Sixteen MM Film Centre 95
Sub-Tilling Centre 94
Video Centre 94
National Union of Journalists 4
Newsagencies 5, 80
NEWSPAPERS 1-3, 5-10, 29, 31, 61, 80-81, 108-110, 175-84
Circulation 29, 178-79
Dailies 29, 178-79
Languagewise and periodicitywise break-up 179
Newsprint 29
Number 175-77, 180-83
Citywise break-up 180-83
Language and Periodicitywise break-up 177
Statewise and Periodicitywise break-up 175-76
Ownership 184
Reporting, Parliament 5-10
Newsprint 29
New York Times 26

O

Orissa, Department of Information and Public Relations 139-40
Our Living Planet and Survival 45

P

Panchthupi 23
PARLIAMENT, REPORTING 5-10
PHOTO DIVISION 49, 103-105
Planning Commission 33
Pondicherry 160-61
PRESS 1-2, 4-10, 29, 34, 37, 105-106
Advertising 29
Council 105-106
Reporting, Parliament 5-10
Press and Registration of Books Act, 1967, 108
PRESS COMMISSION, FIRST 14-5, 33
Report on Advertising 14-15
Press Council Act 105
Press Council of India 105-106
Press Council of India Review 106
PRESS INFORMATION BUREAU 49, 55-62, 80-81
Accreditation 81
Backgrounders 80
Branch offices 81, 239
Computerisation 81
Conferences 80

Cultural Exchange Programmes 81
Family Planning, Publicity of 56
Features 80
Handouts 80
Information Centres 81, 239
Newsletters 80
Notes 80
Pictorial Service 81
Press Communiaries 80
Press Institute of India 43
PRINT TECHNOLOGY 26-31
Desktop publishing 29-30
Flexo Printing 27
Laser Printers 30
Linotype Typesetting 8
Monotype Laser Camp Typesetter 28
Personal Computers and Laser Printers 27
Phototype setting 28
World Print Congress, 1988 26
PUBLICATIONS DIVISION 86-9
Advisory Committee 88
Award, Bhartendu Harishchandra 89
Business Wing 87-8
Editorial Wing 87
Employment News Wing 88
Marketing 87
Production and Art Wing 87
Public Relations
Punjab, Department of Information and Public Relations 142-43

R

Radha and Krishna 23
RADIO 19, 33, 35, 37, 71-8, 80, 210-29
Awards 210-15
Broadcasting Centres 71-2, 216-17
Commercial 72,75-7
Conferences 71-2, 74, 77-8
Correspondents, 73, 228-29
Coverage—Area and Population 217
Development Broadcasting Unit 77
External Services 72-5, 224
Family Planning, Publicity of—54
Journals 75
Monitoring Unit 73
Networkd 72
Newsreels 73
News Services Division 72-3
NLF Schemes 77-8
Plan, Seventh, Schemes 75-6
Programme Exchange Unit 75
Reporting, Parliament 5
Samayiki 73
Sponsored Programmes Spotlight 73
Stations 71-2, 216-23, 225-27
Tapsara 73
Transmitters 72, 217-23
Urdu Service 73
Rajasthan, Directorate of Public Relations 144
Regional Conference on Media and Environment in Asia, Bangkok 46
REGISTRAR OF NEWSPAPERS FOR INDIA 108-110
Newsprint Allocation Policy 108-109
Verification of Titles 109-110
RESEARCH AND REFERENCE DIVISION 106-108
Documentation Centre 107-108
India—A Reference Annual 107
Mass Media in India 107
Research Institute of Newspaper Development (RIND), Madras 7
Rozgar Samachar 88

S

Salaam Bombay 93
Sanchar Madhyam 112
Santiniketan 22
Shelter 25
Siddeswar Devi 25
Sikkim, Directorate of Information and Public Relations 144-45
SITE 62
SONG AND DRAMA DIVISION 55, 90-92
Armed Forces Entertainment Wing 91
Family Planning, Publicity of 55
Light and Sound Wing 91
Pilot Project for Tribals 91
Regional Centres 91
STATES MEDIA 115-161
Andman and Nicobar Islands 153-54
Andhra Pradesh 115-116
Arunachal Pradesh 116-18
Assam 118-20
Bihar 120-22
Chandigarh 154-56
Dadra and Nagar Haveli 156
Delhi 157-58
Goa, Daman and Diu 158-59
Gujarat 122-24
Haryana 124-25

Himachal Pradesh 125-26
Jammu and Kashmir 126-27
Karanataka 127-29
Kerala 130-32
Lakshadweep 159-60
Madhya Pradesh 132-33
Maharashtra 133-34
Manipur 135-37
Meghalaya 135
Orissa 139-41
Mizoram 137-39
Nagaland 141
Orissa 139-40
Pondicherry 160-61
Punjab 141-43
Rajasthan 143-44
Sikkim 144-45
Tamil Nadu 145-47
Tripura 147-48
Uttar Pradesh 148-50
West Bengal 150-52
Tamil Nadu, Directorate of Information and Public Relations 146-47

T

TELEVISION 19-20, 23-5, 29, 33, 35, 37 54, 59-66, 76, 78-80 *see* also Doordarshan
cable 61, 66
Centres 230-36
Central production centre 63, 65, 79
Channel, second 79
Colour 62
Commercial 29, 60-1, 76, 79
Coverage
Area 62, 230-38
Population 62, 78, 230-38
Family Planning, Pbulicity of 54
Network 54, 62-3, 78
Programmes,— break-up 64-6
School Television Service 79
SITE 62
Tele-text Service 79-80
Transmitters 62-3, 78, 230-38
TELEVISION — CHALLENGES AND RESPONSIBILITIES 59-66
The History of Steel 23
Times of India 2
Training Institutions 261-67
Tripura, Directorate of Information, Cultural Affairs and Tourism 147-48

U

Unesco 23
USA Today 28
US News and World Report 26
Uttar Pradesh, Department of Information and Pbulic Relations 148-50

V

Video 61

W

West Bengal, Department of Information and Cultural Affairs 151-52
WOMEN AND MASS MEDIA 38-41
World Federation of Journalists, Brussels 4
World Print Conference, Rio de Janeiro, 1988 26

Y

Young India 33

...धान के ढांचे में बुनियादी परिवर्तन नहीं

...ने संविधान के ढांचे को प्रभावित किये बिना ...हारिक पहलुओं के बारे में, कुछ सुझाव और ...त की हैं, जिससे केन्द्र और राज्यों के संबंध सुचारु ...नापूर्ण बने रहें। इनमें महत्वपूर्ण सिफारिशें ...नियुक्ति के मामले में संबधित मुख्यमंत्री से परामर्श ...की स्वीकृति के लिए भेजे गये राज्यों के विधेयकों के ...ई करने, उच्चतम न्यायालयों के न्यायाधीशों की ...-राज्य समस्याएं हल करने के लिए अनुच्छेद 263 ...न्तर्राज्यीय परिषद की स्थापना, समवर्ती सूची में ...ं पर कानून बनाने में संयम, अधिकारों का ...राज्य सूची में शामिल विषयों पर केन्द्र प्रायोजित ...पाबन्दी जैसे विषयों तथा राष्ट्रीय विकास परिषद, ...तथा अखिल भारतीय सेवाओं जैसे संपर्क संस्थानों ...नाने तथा उनमें सुधार लाने से संबंधित हैं।

...কারী কর্মচারীদের পক্ষে এরকম একটি কর্মসূচীর দায়িত্ব গ্রহণ সম্ভব ছিল না। কর্তৃত্বের মনোভাব এবং আদেশদান ও আদেশ পালনের নীতিতে বিশ্বাসী তাঁরা। পক্ষান্তরে এই কর্মসূচী রূপায়ণের জন্য দরকার ছিল এমন এক সুনির্বাচিত নিষ্ঠাবান এবং উৎসর্গিত মনোভাবের কর্মিগোষ্ঠীর যাঁদের গ্রামজীবনের প্রতি অন্তরের ভালোবাসা ও সহানুভূতি রয়েছে।"

Clean and jerk

SEOUL, September 17 (Reuter): A graffiti writer has altered a sign in the Canadian Olympic team office.

It used to read, above a list of competitors: "Canadian weightlifters, clean and jerk."

But after four lifters were thrown off the team for drug taking, the sign was changed.

It now reads: "Canadian weightlifters: three clean and four jerks."

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...र श्री एस० आर० सेन आयोग की स्थापना जून ...यी थी। इसे केन्द्र और राज्यों के बीच सभी क्षेत्रों में ...

LOOKING FOR
A BRIGHTER
AND
REWARDING